

APPROVED BY 7 COMMISSIONERS IN 2025

727 DAY

- WHEREAS,** tourism serves as the largest economic driver of Pinellas County, supporting more than 100,000 jobs, along with local businesses and public facilities; and
- WHEREAS,** more than 15 million visitors travel to Pinellas County annually, creating more than \$11 billion in economic impact, contributing more than \$6.5 billion in direct spending each year and saving the average resident household nearly \$1,000 in taxes annually; and
- WHEREAS,** local residents are the heart of Pinellas County, making significant contributions and creating a unique and welcoming destination for visitors from around the world; and
- WHEREAS,** this unique collaboration between Visit St. Pete-Clearwater and the local hospitality and tourism industry serves to thank residents for the warm hospitality they share with visitors year-round; and
- WHEREAS,** Visit St. Pete-Clearwater generates opportunities to educate residents about the value of tourism and the integral role that tourism plays in fueling our economy while highlighting the incredible impact that comes From Visitors With Love; and
- WHEREAS,** July 27th shall serve as 727 Day and an opportunity to celebrate our incredible destination – home of the best area code of them all, 727 – showing appreciation to residents for their positive impact on local tourism through locals-only specials and celebrations around Pinellas County; and

NOW, THEREFORE, BE IT PROCLAIMED by the Pinellas County Board of County Commissioners that July 27, 2026, be recognized as

727 DAY

We celebrate the invaluable contributions of our local residents and encourage everyone to take this day to acknowledge and appreciate the essential role they play in making Pinellas County a premier tourism destination. We extend our gratitude to Visit St. Pete-Clearwater and our local tourism and hospitality industry for their ongoing efforts to promote tourism and highlight the immense value of tourism as well as the importance of our community in these endeavors.

IN WITNESS WHEREOF, we have set our hands and caused the seal of Pinellas County, Florida to be affixed hereto this XX day of July 2026.

DAVE EGGERS, Chairman

CHRIS LATVALA, Vice Chairman

RENÉ FLOWERS, Commissioner

VINCE NOWICKI, Commissioner

KATHLEEN PETERS, Commissioner

CHRIS SCHERER, Commissioner

BRIAN SCOTT, Commissioner