

Proclamation



Bob Buckhorn, Mayor

WHEREAS, Foursquare Day is a grass-roots movement that celebrates social media and local communities and businesses and was started in Tampa in 2010 by Nate Bonilla-Warford to recognize the positive influence that social media can have for individuals, organizations and communities; and

WHEREAS, this idea soon spread across the nation and to several countries where participants are planning similar events proving how powerful social media has become and how everyone has the ability to create a successful social movement, and since 2010 Foursquare has increased its membership from just over 500,000 to 15 million; and

WHEREAS, beginning as a cell phone application in 2010, participants now also communicate through multi-media avenues, including Twitter and Facebook, the organization provides members the opportunity to meet face-to-face, either for dinner, at a mall, or at other events and locations, and also provides businesses a way to get noticed while offering specials to Foursquarers; and

WHEREAS, Partnering with many Tampa institutions and local businesses, Foursquare Day is celebrated on April 16th because 4 squared equals 16, and 750,000 merchants worldwide actively utilize Foursquare to promote their business and

WHEREAS, the City of Tampa is honored to be the home city of this movement and is grateful to our local citizens who have devoted themselves to encouraging businesses to add Foursquare as a marketing tool that allows the increase of business and promotes a positive impact in the community.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the City of Tampa, Florida, do hereby name the winner(s) of the Mayor's Foursquare Day Scavenger Hunt,

"Ballywho Social as Foursquare Mayor of Tampa Day"

in the City of Tampa, Florida, and urge all citizens to congratulate the Foursquare Mayor and join in this initiative to celebrate Tampa, Foursquare and all our great businesses.

Dated in Tampa, Florida, this 16th day of April, 2012.



Bob Buckhorn

Mayor

