

Proclamation



Bob Buckhorn, Mayor

WHEREAS, creative and strategic, **Advertising** is the activity or profession of producing audio or visual marketing advertisements with the purpose of selling products, services and ideas, and it is an important part of the business-to-consumer connection; and

WHEREAS, advertisers seek to increase product or service consumption by communicating through various mass media means including television, radio, direct mail, outdoor signage, and newer forms such as social media and websites; and

WHEREAS, the advertising industry generates approximately \$5.8 trillion in United States economic activity, and the industry successfully supports job growth and contributes to our nation's prosperity and quality of life; and

WHEREAS, an affiliate of the American Advertising Federation and the Tampa Bay Advertising Federation, **Ad 2 Tampa Bay** is a non-profit professional organization established in 1947, and it is dedicated to pushing the advertising industry forward through passion, fresh thinking, expertise, and the empowerment of young professionals; and

WHEREAS, the **American Advertising Federation Tampa Bay** is the local chapter of the American Advertising Federation (AAF), and it promotes fellowship, education and career enhancement throughout the advertising community, fosters excellence in the industry, champions public service causes and encourages self-regulation and continuous improvement to raise industry benchmarks; and

WHEREAS, the AD 2 Tampa Bay and AAF Tampa Bay have established **Tampa Bay Advertising Week** to bring awareness about the value of the advertising industry, and the organization is hosting a Sports Marketing Panel at Port Tampa Bay Terminal 6 on Monday, February 11, 2019, and in partnership with the University of Tampa, a special lecture featuring Bryony Gomez-Palacio, author and co-founder of the graphic design firm UnderConsideration, on Tuesday, February 12, 2019.

NOW, THEREFORE, I, Bob Buckhorn, by virtue of the authority vested in me as Mayor of the city of Tampa, Florida, do hereby designate February 10-16, 2019 as

“TAMPA BAY ADVERTISING WEEK”

in the city of Tampa, Florida, and encourage all citizens to thank Ad 2 Tampa Bay and AAF Tampa Bay for their commitment to the advertising industry and its principles and standards.

Dated in Tampa, Florida, this 10th day of December, 2018.



Bob Buckhorn

Mayor