

**"Orlando. You Don't Know the Half of It" Week**  
**March 1-7, 2015**  
**Proclamation**

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**WHEREAS**, Orlando is part of a region with 2.2 million people and is fortunate to have a multitude of economic opportunities with its rich human and material resources, competitive structure, abundant talent pool, and asset base; and

**WHEREAS**, The Orlando Economic Development Commission (EDC) is a not-for-profit, public-private partnership that works to attract, retain and grow jobs for the region.

**WHEREAS**, Orlando is well-known, but poorly understood and in an effort to spread the word about all that the Orlando region has to offer as the best place to live, work, visit and invest, the EDC is highlighting our region's strengths as a business location; and

**WHEREAS**, the new branding campaign, "Orlando. You don't know the half of it," is an opportunity to educate people on the other half of Orlando's story and showcase the region as one of the country's best performing economies. The campaign targets not only local ambassadors of Orlando, but companies looking to expand and move to a new location; and

**WHEREAS**, the goal of the branding campaign is to establish Orlando as a destination not just for tourism and leisure, but for the growth of Business Services; Advanced Technologies; Film and Digital Media; Life Sciences and Healthcare; and Aviation, Aerospace and Defense Industries; and

**WHEREAS**, over the next five years, the new branding campaign will have a big impact on our region by helping to create new, higher-wage jobs, additional income and new sales to area businesses.

**WHEREAS**, with the community support, we have the opportunity to transform Orlando's economic landscape as the region delivers this message to companies and key business decision makers across the globe.

**NOW, THEREFORE, I, BUDDY DYER**, Mayor of the City of Orlando, hereby do proclaim the week of March 1 through March 7, 2015 as

**"ORLANDO. YOU DON'T KNOW THE HALF OF IT WEEK"**

in the City of Orlando, and encourage all citizens to join me in commending those involved for their dedication to our communities.

**IN WITNESS WHEREOF**, I hereunto have set my hand and caused the Seal of the City of Orlando to be affixed this 23 day of February 2015.

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***Mayor***