



TOWN OF ZIONSVILLE PROCLAMATION

OFFICIALLY DECLARING THE WEEK OF JANUARY 30 to FEBRUARY 5, 2012 AS “Z-BOWL WEEK” IN THE TOWN OF ZIONSVILLE, INDIANA

WHEREAS, the Super Bowl will take place in Indianapolis on February 5, 2012 and there will be an estimated 250,000 visitors; and,

WHEREAS, the Town of Zionsville has undergone an extensive application process with the Indianapolis Host Committee; and,

WHEREAS, in July of 2011 the Town of Zionsville was named an official Super Celebration Site under the auspices of the Indy Host Committee; and,

WHEREAS, the Town of Zionsville will be part of the marketing benefits extended to Indy Host Committee’s Super Celebration Sites; and,

WHEREAS, there will be an officially sanctioned Host Committee shuttle bus for Super Celebration Sites, running from downtown Indianapolis to Zionsville to help bring travelers from downtown to Zionsville, and Zionsville citizens to downtown Indianapolis; and,

WHEREAS, the Town of Zionsville and its volunteer Z-bowl Committee have undertaken steps to provide programming for the week leading up to the Super Bowl; and,

WHEREAS, the Z-bowl Committee has undertaken many initiatives to attract visitors, that include concerts, food, and athletic venues.

WHEREAS, the benefits to the Town of Zionsville may include:

- Local, regional and national awareness to the Town of Zionsville, that can lead to economic development.
- Increase in visitor traffic that will help the merchants by shopping and dining in Zionsville.
- National and regional media exposure through the advertising and marketing efforts surrounding the events.
- Build upon Zionsville’s reputation as being a great destination spot.

Whereas, the Zionsville Town Council agrees with this concept and shares in the desire to see this endeavor come to fruition.

NOW, THEREFORE, BE IT HEREBY PROCLAIMED by the Town Council of the Town of Zionsville, Indiana that the week of January 30 to February 5, 2012 is declared Z-bowl Week in the Town of Zionsville, and all citizens are urged to celebrate and to support efforts during this week by volunteering and participating in Z-bowl events. The Town Council of the Town of Zionsville further declares that this is a Town-recognized Special Event.

DULY PASSED AND ADOPTED this 7th day of November, 2011, by the Town Council of the Town of Zionsville, Boone County, Indiana, having been passed by a vote of _____ in favor and ___opposed.

**TOWN OF ZIONSVILLE, INDIANA
BY ITS TOWN COUNCIL.**

TOWN COUNCIL OF THE TOWN OF ZIONSVILLE

Matthew M. Price, President

For

Opposed

Jeffrey L. Papa

For

Opposed

Timothy Haak

For

Opposed

Welton W. Harris II

For

Opposed

Steven W. Mundy

For

Opposed

Valerie R. Swack

For

Opposed

Candace L. Ulmer

For

Opposed

ATTEST:

John J. Yeo
Zionsville Clerk-Treasurer