

By: Isett

H.C.R. No. 42

CONCURRENT RESOLUTION

1 WHEREAS, Visit Lubbock was accorded a well-deserved honor
2 when the Texas Travel Industry Association presented it with the
3 Excellence in Photography Award for Tourism; and

4 WHEREAS, Visit Lubbock is the first group to receive this
5 accolade, which recognizes successful campaigns that have
6 generated positive awareness for and about tourism in the Lone Star
7 State; and

8 WHEREAS, The winning photograph, entitled "The Legend Lives
9 On" features local cowboy Brice Chapman working with his horse as
10 the sun rises over the West Texas horizon; taken by Artie Limmer of
11 The Thomas Agency of Lubbock, the picture has been used in several
12 ads to promote tourism and has been seen in *Texas Monthly* and *People*
13 *Magazine* and on the cover of the current Lubbock Visitor Guide; and

14 WHEREAS, This exceptional work developed by Visit Lubbock
15 promotes the area's tourism industry, and the successful campaign
16 has helped to bring vital revenue into the city; and

17 WHEREAS, With innovative ideas that have stimulated the local
18 economy, Visit Lubbock has proven itself worthy of this award, and
19 all those associated with this group may take great pride in their
20 accomplishments; now, therefore, be it

21 RESOLVED, That the 79th Legislature of the State of Texas,
22 3rd Called Session, hereby congratulate Visit Lubbock on receiving
23 the Excellence in Photography Award for Tourism from the Texas
24 Travel Industry Association and extend to all those involved with

1 this exemplary organization sincere best wishes for continued
2 success; and, be it further

3 RESOLVED, That an official copy of this resolution be
4 prepared for Visit Lubbock as an expression of high regard by the
5 Texas House of Representatives and Senate.