

City of Indianapolis

Office of the Mayor



PROCLAMATION

TO ALL WHOM THESE PRESENTS MAY COME, GREETINGS:

WHEREAS, Indianapolis will host the final shows of the United States leg of Taylor Swift's the Eras Tour, the highest grossing tour of all time and a cultural phenomenon that has made its mark on history for evermore; and

WHEREAS, Taylor Alison Swift, born December 13, 1989 in Pennsylvania, released her debut, self-titled album, her first of 11 studio albums, at only 16 years old. Taylor Swift's musical style and lyricism grew with her career, all the while, her fanbase, known as *Swifties*, grew with her, spending their midnights diving deep into the folklore of Red's "All Too Well," The Tortured Poet's Department: the Anthology, and the rest of Swift's lyrical universe; and

WHEREAS, Taylor Swift will perform in Indianapolis for the 9th time, her 3rd performance at Lucas Oil Stadium, with the arrival of the Eras Tour: a celebration of Taylor's evolution from country newcomer to pop superstar to fearless, genre-defying lyricist. An estimated 4.35 million Taylor Swift lovers attended the Eras Tour in 2023 alone, giving the tour a reputation for generating as much economic investment in the respective host city as the Super Bowl; and

WHEREAS, Taylor Swift has come a long way since filming the music video for her 2008 song "Change" at the Scottish Rite Cathedral in Downtown Indianapolis and playing the Future Farmers of America convention at Lucas Oil; her impact on our city ranges from standing 34 stories tall on the JW Marriott, renaming the streets of Downtown Indianapolis, trading friendship bracelets with the dinosaurs of the Indianapolis Children's Museum, and selling out Lucas Oil Stadium all three nights, captivating an anticipated 200,000 in attendance and many more following along at home; and

WHEREAS, Indianapolis, or Swift City, is enchanted to welcome Taylor Swift and hundreds of thousands of Swifties to Indianapolis for the final US shows of the Eras Tour;

NOW, THEREFORE, I, JOSEPH H. HOGSETT, MAYOR OF SWIFT CITY, WILL SPEAK NOW AND PROCLAIM THE FIRST WEEKEND OF NOVEMBER 2024 AS:

TAYLOR SWIFT WEEKEND

in the City of Indianapolis, and I ask all citizens to join me in this observation.



IN TESTIMONY WHEREOF, I HAVE
HEREUNTO SET MY HAND AND CAUSED
TO BE AFFIXED THE SEAL OF THE CITY
OF INDIANAPOLIS ON THE FIRST DAY OF
NOVEMBER IN THE YEAR TWO
THOUSAND AND TWENTY-FOUR.

Joseph H. Hogsett

JOSEPH H. HOGSETT
MAYOR
CITY OF INDIANAPOLIS