



TERRITORY OF GUAM  
OFFICE OF THE GOVERNOR  
AGAÑA, GUAM 96910  
U. S. A.

EXECUTIVE ORDER NO. 95-15

ESTABLISHING A TASK FORCE TO DEVELOP AND OVERSEE THE MARKETING PROGRAM FOR THE COUNCIL ON THE ARTS AND HUMANITIES AGENCY'S ART GALLERY AND THE GUAM MUSEUM IN TUMON AND DESIGNATING THE LEAD AGENCY AS THE GUAM COUNCIL ON THE ARTS AND THE HUMANITIES AGENCY AS CHAIR AND THE GUAM MUSEUM AS VICE CHAIR.

**WHEREAS**, the rich culture and heritage of the People of Guam needs to be showcased and shared with pride with the community of Guam and visitors to our island; and

**WHEREAS**, as a demonstration of the continuing vitality and distinction of the Chamorro traditions and island enculturation in its arts and culture, the exhibition and portrayal of Guam's artisans and relics have been brought together in a venue to showcase this rich heritage; and

**WHEREAS**, Guam as a tourist destination now hosts a million visitors annually, this figure estimated to increase to 2 million by the year 2,000; and

**WHEREAS**, by providing this opportunity to share Guam's culture and experiencing the arts and legacy of our island, our visitors in turn, through "cultural tourism", will promote our identity throughout the world; and

**WHEREAS**, a concerted effort of our community and those organizations which are in direct contact with our visitors will lead to a strong promotion towards showcasing Guam's cultural enhancement and preservation;

**NOW, THEREFORE, I, CARL T. C. GUTIERREZ**, by virtue of the authority vested in me as governor of Guam, do hereby:

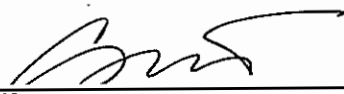
1. Create the Task Force for Developing and Overseeing the Marketing Program for the Guam Council on the Arts and Humanities Agency and the Guam Museum; and
2. Designate the Guam Council on the Arts and Humanities Agency as the lead agency, and the Guam Museum to assist in



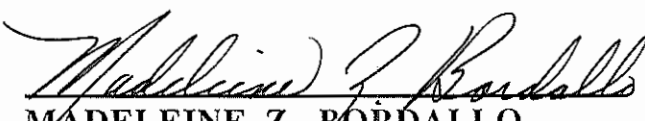
spearheading the incentives for encouraging our island people and visitors to visit the Art Gallery and Museum; and

3. Designate that the official members of the task force shall be a representative from GCAHA, Guam Museum, Office of the Governor, Guam Mass Transit Authority, Department of Commerce, Guam Visitors Bureau, Guam Airport Authority, University of Guam, Military, Airlines, Tour Operators, Hotels, Taxi Companies, Auto Rentals, Publications, and the Private Sector;

**SIGNED AND PROMULGATED** at Agana, Guam this 19th day of June, 1995.

  
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**CARL T. C. GUTIERREZ**  
Governor of Guam

**COUNTERSIGNED:**

  
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**MADELEINE Z. BORDALLO**  
Lieutenant Governor of Guam