

City of El Paso de Robles

Proclamation

PASO ROBLES WINE MONTH – MAY 2007

WHEREAS, California's proud winemaking and grape growing heritage is integrally connected to the cultural and familial traditions of this state, beginning its history in 1769, when *Padre Junipero Serra* planted the first vineyards in San Diego, and continuing to the present day with California now being the fourth largest wine producer in the world; and

WHEREAS, California's wine industry promotes stewardship of the state's natural resources and the environment, preservation of agricultural land and open space, and enhances California's quality of life through generous contributions to health, civic, and educational organizations; and San Luis Obispo County is home to more than 200 wineries boasting two distinct wine country regions—Paso Robles and San Luis Obispo—both attracting worldwide acclaim for producing some of California's best world-class wines, and

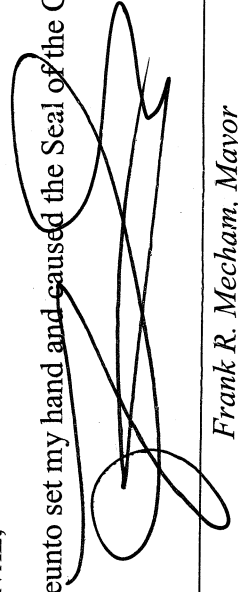
WHEREAS, Paso Robles' wine grape growing and production is a significant agriculture industry with over 26,000 vineyard acres making an estimated annual impact of over \$1.9 billion on the San Luis Obispo County economy, and contributing 96.5 million tourism dollars to the County, and

WHEREAS, in 1983 the first wine festival gave impetus to the eventual need of a unified voice for the wine industry to form the Paso Robles Vintners & Growers Association, and the event began with just 17 wineries in the area, and now hosts nearly 90 wineries at the Festival,

WHEREAS, in 2007 the Paso Robles Wine Country Alliance is celebrating the 25th Anniversary of the **PASO ROBLES WINE FESTIVAL** being held May 18th–20th, and the festival is now *the largest outdoor wine-tasting event in California*, and since inception the Festival has benefited from the help and support of local volunteers, services groups, and downtown businesses; and in advance of this milestone, the Festival organizers are holding a kick-off event in the Downtown City Park on April 24th,

NOW, THEREFORE, BE IT RESOLVED, that I, Frank Mecham, by virtue of the authority vested in me as Mayor, and speaking on behalf of the entire City Council, do hereby proclaim the month of **May 2007** as **PASO ROBLES WINE MONTH**, urging all citizens to join me in commending the “innovation and entrepreneurial spirit of wine grape growers working hand-in-hand with vintners to filter California's unique climate, land, and character into a remarkable beverage”, and that all citizens join in celebrating the 25th Anniversary of the **PASO ROBLES WINE FESTIVAL**;

I IN WITNESS WHEREOF, on this 17th day of April 2007, I have hereunto set my hand and caused the Seal of the City of Paso Robles to be affixed.



Frank R. Mecham, Mayor