

# City of El Paso de Robles

## PROCLAMATION

### PASO ROBLES WINE MONTH – MAY 2008

**WHEREAS**, Paso Robles Wine Country is recognized by wine enthusiasts, culinary tourists and travelers; as well as industry professionals the world over; and

**WHEREAS**, Paso Robles Wine Country is a world class wine-producing area and travel destination in San Luis Obispo County that offers a unique combination of world-class wines and other culinary attractions along California's Central Coast boasting \$113 million in tourism expenditures and 1.2 million tourist visits to the County contributing to the \$1.5 billion economic impact to the Paso Robles American Viticultural Area; and

**WHEREAS**, with both the 26th Annual Paso Robles Wine Festival and the 16th Annual Hospice du Rhône will draw more than 25,000 anticipated visitors to the area, showcasing the wine and wine related assets of the region during the month of May; and

**WHEREAS**, 8.6 million travelers visited San Luis Obispo County contributing \$1.1 billion to the economy of the county and employing 16,610 residents making the combined tourism and wine industries of San Luis Obispo County the largest economic drivers to the local economy; and

**WHEREAS**, the travel industry supports the interests of San Luis Obispo County, contributing to employment, economic prosperity, international trade and relations; and as people throughout the world become increasingly aware of the outstanding cultural, agricultural, culinary and recreational opportunities available in Paso Robles Wine Country and San Luis Obispo County, it is fitting that we recognize the importance of Paso Robles Wine Country, the tourism industry of San Luis Obispo County and the American travel industry.

**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 May 2008 as Paso Robles Wine Month and the week of May 10-18, 2008 is hereby designated National Tourism Week and congratulates the Paso Robles Wine Country Alliance and San Luis Obispo Visitors & Conference Bureau for their promotional expertise to bring Paso Robles Wine Country and San Luis Obispo County to the forefront of visitors attention nationally and internationally.