

City of El Paso de Robles

PROCLAMATION

May 2009

Wine Month

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 27th Annual Paso Robles Wine Festival and the 17th 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, the culinary aspects of Paso Robles Wine Country including sustainably produced, farm fresh products are being showcased along with the great wines of Paso Robles during the Paso Robles Wine Festival with new events designed to attract persons interested in the natural complement of food and wine; and

WHEREAS, the wine 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.

NOW, THEREFORE, BE IT RESOLVED, that I, Duane Picanco, by virtue of the authority vested in me as Mayor, and speaking on behalf of the entire City Council, do hereby proclaim May 2009 as Paso Robles Wine Month congratulates the Paso Robles Wine Country Alliance for their promotional expertise to bring Paso Robles Wine Country to the forefront of visitors attention nationally and internationally.

Mayor Duane Picanco