

City of El Paso de Robles

PROCLAMATION PASO ROBLES NATIONAL TOURISM WEEK MAY 9 – 17, 2009

WHEREAS, Paso Robles is recognized as a end destination for wine and culinary aficionados, cultural travelers, agricultural and equestrian enthusiasts, and recreational travelers; and

WHEREAS, tourism is crucial to Paso Robles' and San Luis Obispo's economic prosperity; and tourism ranks as the largest industry in San Luis Obispo County in terms of revenues generated; and

WHEREAS, 8.6 million travelers visited San Luis Obispo County contributing \$195 million to the economy of the North County, making the tourism industry in Paso Robles one of the largest economic drivers to the local economy; and

WHEREAS, tourism provided employment for 3,000 in northern San Luis Obispo County, generating earnings of \$66.7 million; and

WHEREAS, the tourism industry supports the interests of Paso Robles, San Luis Obispo County, the State of California and the nation, 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, it is fitting that we recognize the importance of the tourism industry of Paso Robles and the American travel industry.

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 the week of May 9-17, 2009 is hereby designated National Tourism Week.

Mayor Duane Picanco