

# City of El Paso de Robles

## PROCLAMATION

*September 2010*  
is  
“California Wine Month”

*WHEREAS, San Luis Obispo County's winemaking legacy is world-renowned and the proud heritage dates back to the late eighteenth century, when Spanish missionaries first introduced grapevines along our coast. Since then, our county's unique combination of climate, topography and soil has attracted many expert vintners and winegrowers to make San Luis Obispo County one of California's most exciting wine regions. Four American Viticulture Areas (AVAs) – Arroyo Grande Valley, Edna Valley, Paso Robles and York Mountain – demonstrate the distinct differences in San Luis Obispo County, which is home to more than 250 wineries and 29,000 vineyard acres; and*

*WHEREAS, As family-owned businesses the wine community is an integral part of California, San Luis Obispo County and the local economy. The industry is well positioned to succeed for generations. Annually the wine community produces more 3.2 million cases of wine, which is a key tourism attraction bringing more than 1.2 million wine tourists to San Luis Obispo County. Together the wine and tourism industries are the county's largest economic drivers and provide countless jobs for San Luis Obispo residents; and*

*WHEREAS, The region is dedicated to sustainable farming. Stewardship of the land protects our precious natural resources like water, agriculture, open spaces and creates an economically viable industry supporting the community in which we live. The wine community gifts back more than \$1.1 million to San Luis Obispo County charities annually. This commitment of sustainable business practices is shared among tourism partners throughout San Luis Obispo County allowing local businesses to grow and be passed on from generation to generation; and*

*WHEREAS, Whether you are a viticulturist, vintner, tourism partner or simply a fan of California wine everyone can take part in supporting California Wine Month. Visit your favorite winery, restaurant, wine bar or gather with friends in September to support local businesses and toast to the 2010 vintage. Local wines are the perfect complement to a delicious meal, vacation and gathering with friends; and*

*WHEREAS, “Celebrate California Wine Month” in San Luis Obispo County is brought to you by Wine Institute, Central Coast Vineyard Team, Paso Robles Wine Country Alliance, San Luis Obispo Vintners and San Luis Obispo County Visitors and Conference Bureau.*

*Now, Therefore, we, Paso Robles City Council do hereby proclaim September 2010 as “California Wine Month in San Luis Obispo County.”*

*IN WITNESS WHEREOF, on this the 7<sup>th</sup> day of September 2010, I have hereunto set my hand and caused the Seal of the City of Paso Robles to be affixed.*



Duane Picanco, Mayor  
City of El Paso de Robles