



**Board of Directors**

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January 23, 2014

Board of Supervisors  
San Luis Obispo  
County Government Center  
1055 Monterey Street  
San Luis Obispo, CA 93408

RE: Proposed Resolution Proclaiming February 2014 as  
"Coastal Discovery and Stewardship Month"

Dear Honorable Supervisors;

WineCoastCountry/County BID (CBID) is proposing that February 2014 be proclaimed "Coastal Discovery and Stewardship Month" at the County level for the benefit of San Luis Obispo County's natural and cultural heritage along with our communities, visitors, and tourism industry partners.

As tourism grows in San Luis Obispo County, we hope you recognize with us a greater need to appreciate, educate, and attract visitors who value stewardship.

The WineCoastCountry Stewardship Travel Program offers 70 unique, enjoyable and inspiring activities and/or contribution opportunities with area historians, scientists, and specialists, 23 of which are featured in February, including: 1<sup>st</sup> Annual Ocean Film Festival at Hearst Castle, Cayucos Save the Pier Education Walk & Talk, Oceano Dunes Chumash and the Pismo Clams, and Central Coast Aquarium Sharks After Dark Wine and Science lecture, just to name a few. Visit [www.CoastalDiscoveryRoute.com](http://www.CoastalDiscoveryRoute.com) for all of the details.

Thank you for reading the attached proclamation draft and consider proclaiming with us that February 2014 is "Coastal Discovery and Stewardship Month" in San Luis Obispo County. Your official proclamation will broaden the focus on the need to educate and take care, while helping to promote the month's special activities that are available to deepen experiences of both visitors and residents alike.

Thank You for Your Consideration,

Marjorie Ott, CBID Board Chair

**San Luis Obispo County Tourism Business Improvement District**

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