

IN THE BOARD OF SUPERVISORS
COUNTY OF SAN LUIS OBISPO, STATE OF CALIFORNIA

_____ day _____, 2014

PRESENT:

ABSENT:

RESOLUTION NO. _____

**RESOLUTION PROCLAIMING FEBRUARY 2014
AS “COASTAL DISCOVERY AND STEWARDSHIP MONTH”
IN SAN LUIS OBISPO COUNTY**

The following resolution is hereby offered and read:

WHEREAS, tourism is one of the fastest growing and important economic development industry sectors in rural California and San Luis Obispo County, and stewardship is an ethic that embodies responsible planning and management of resources and heritage; and

WHEREAS, the unincorporated County Tourism Business Improvement District (WineCoastCountry.com) created the Stewardship Travel Program to focus on stewardship tourism in San Luis Obispo County, and has become a unique and successful collaborative initiative among agencies, parks, businesses, and non-profit organizations that attracts, and retains visitors (and residents) who are inspired to deepen their connections within the County, to learn more about it, and to help provide care for its natural and cultural heritage through volunteer activities and donation opportunities; and

WHEREAS; a key finding from a joint National Geographic and Travel Industry Association of America Study titled “Geotourism: New Trend in Travel” found that 61% of all American travelers believe their experience is better when their destination preserves its natural, historic, and cultural sites;

WHEREAS, special brochures, maps, websites, partnerships, and a media outreach campaign have been developed to help educate and promote coastal stewardship travel opportunities in San Luis Obispo County for the month of February and additional “off season” tourism months of October through May; and

WHEREAS, as tourism grows in San Luis Obispo County there is a greater need to appreciate, highlight, and educate both visitors and residents about stewardship for our natural, historic, and rural community assets;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors, County of San Luis Obispo, State of California, does hereby proclaim February 2014 as "Coastal Discovery and Stewardship Month" in San Luis Obispo County.

Upon motion of Supervisor _____, seconded by Supervisor _____, and on the following roll call, to wit:

AYES:
NOES:
ABSENT:
ABSTAINING:

the foregoing resolution is hereby adopted.

COUNTY OF SAN LUIS OBISPO

BY: _____
Chairperson, Board of Supervisors

ATTEST

By: _____
Clerk of the Board of Supervisors