



WineCoastCountry.com™
SAN LUIS OBISPO COUNTY

Board of Directors

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November 19, 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;

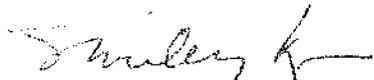
WineCoastCountry/County BID (CBID) is once again proposing that February 2015 be proclaimed "Coastal Discovery and Stewardship Month" at the County level for the benefit of San Luis Obispo County's natural and cultural heritage along with our communities, visitors, and tourism industry partners.

Proclaiming February as "Coastal Discovery and Stewardship Month" last year was very successful in our efforts. As tourism grows in San Luis Obispo County, we hope you continue to recognize with us the growing 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, over 20 of which are featured in February, including: 2nd Annual Ocean Film Festival at Hearst Castle, Oceano Dunes Chumash and the Pismo Clams, and Central Coast Aquarium Sharks After Dark Wine and Science lecture, just to name a few. Visit <http://www.winecoastcountry.com/the-winecoastcountry-stewardship-traveler/> for all Stewardship Travel activity details.

Thank you for reading the attached proclamation draft and consider proclaiming with us again that February 2015 is "Coastal Discovery and Stewardship Month" in San Luis Obispo County. Your official proclamation broadens 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,


Shirley Lyon, CBID Board Chair

San Luis Obispo County Tourism Business Improvement District
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