

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

____ day _____, 2020

PRESENT:

ABSENT:

RESOLUTION NO. _____

**RESOLUTION PROCLAIMING JANUARY 18 - FEBRUARY 29, 2020
AS A THE TIME FOR “COASTAL DISCOVERY AND STEWARDSHIP CELEBRATION” 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 the preservation of our resources and heritage; and

WHEREAS, the unincorporated County Tourism Business Improvement District (Highway1DiscoveryRoute.com) created the Stewardship Travel Program to focus on stewardship tourism in San Luis Obispo County/SLO CAL, and has become an award winning and unique collaborative initiative among agencies, parks, businesses, and non-profit organizations that attracts 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 Good Travels’ research study on behalf of Tourism Cares found that nearly 75% of travelers polled think it’s important, somewhat important or extremely important that their travel dollars benefit the communities they visit.

WHEREAS, the Stewardship Travel for Good Program has become a high-profile model of this new travel trend in sustainable tourism, receiving the State’s 2016 Visit California “Commitment to Community” Tourism Marketing Award, and The SLO CAL Tourism Exchange 2016 Environmental Tourism Award; and

WHEREAS, as part of the Stewardship Travel for Good Program, there are now six Whale Trail interpretive sign viewing sites throughout the county. These sites represent the largest presence of Whale Trail viewing sites along the entire Pacific Coast from Alaska to Mexico. The public education viewing sites are excellent locations to see orcas, cetaceans, and marine mammals to inspire greater coastal wildlife appreciation, knowledge, and stewardship; and

WHEREAS, an educational “Wildlife Viewing and Stewardship Tips” guide has been developed to enhance both visitor and resident’s ability to spot, appreciate, and help protect wildlife in San Luis Obispo County. Special informational and editing appreciation is shown to partners Cara O’Brien with California State Parks, Morro Bay National Estuary Program, NOAA’s Monterey Bay National Marine Sanctuary, The Seabird Protection Network, Watchable Wildlife, Inc., The Marine Mammal Center, Morro Coast Audubon Society, Pacific Wildlife Care, and Friends of the Sea Otter; and

WHEREAS, a Stewardship Travel for Good History & Heritage Trail map has been developed to help visitors and residents identify, easily access, appreciate, learn more about and help preserve historical sites along the Highway 1 Discovery Route in San Luis Obispo County. The map honors the early Native Californians and their rich history along with specific heritage sites that were selected for their ease of access, having their own online presence, and having clear pathways for visitors to provide donations to help in restoration and preservation - both online and off; and

WHEREAS, as tourism continues to grow in San Luis Obispo County, there is a greater need to build strong community partnerships, as well as appreciate, highlight, and educate both visitors and residents about stewardship for San Luis Obispo County’s 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 January 18 - February 29, 2020 as the time for “Coastal Discovery and Stewardship Celebration” 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

WADE HORTON
Ex-Officio Clerk of the Board of Supervisors

By: _____
Clerk of the Board of Supervisors