

RESOLUTION NUMBER R- 282650

ADOPTED ON SEP 27 1993

WHEREAS, The City of San Diego, Convention and Visitors Bureau, Hotel-Motel Association, Asian and American Indian Business Associations, and the Black, Filipino, Hispanic, Junior and Greater Chambers of Commerce all concur that we must become involved and work together in making San Diego the city of preference in the nation for business, conventions, and visitor travel; and

WHEREAS, each organization is acknowledged and respected for their individual role as an entity which contributes to the economic and cultural development of the community; and

WHEREAS, tourism in San Diego has become a major industry and will continue to grow as a result of the expansion of the Convention Center; thereby, increasing air travel, border crossings, and automobile/recreational vehicle trips; and

WHEREAS, San Diego has some of the most positive year-round climate conditions in the world which make our beaches, museums, parks, and attractions such as Sea World, Wild Animal Park and the Zoo unmatched by any other city; and

WHEREAS, The City of San Diego has been marketed nationally, and internationally, and now we must join in promoting our city on a daily basis by Speaking to each other throughout the community to residents as well as tourist, visitors, and conventioners crossing ethnic lines through "SPEAK! San Diego"

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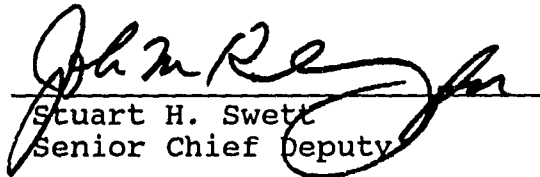
which, hopefully will establish respect for all; and

WHEREAS, we live in such a beautiful city, and the reflection in our faces should reveal beauty and happiness; therefore, inspiring us to promote our city's hospitality, warmth, and friendship; and

WHEREAS, all of San Diego should be encouraged to help make it known throughout the world that San Diego is a friendly city and truly is "America's Finest City"; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council, for and on behalf of the people of San Diego, along with the Convention and Visitors Bureau, Hotel-Motel Association, Asian Business Association, and the Black, Filipino, Hispanic, Junior and Greater Chambers of Commerce, join in a Declaration of Unity for the purpose of reversing the tide of negative expression by immediately establishing "**SPEAK! San Diego**" as an official promotional program to be used in making San Diego the Hospitality Center of the World.

APPROVED: JOHN W. WITT, City Attorney

By 
Stuart H. Swett
Senior Chief Deputy

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Or.Dept:Council-Stevens
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SEP 27 1993

Passed and adopted by the Council of The City of San Diego on
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
John Hartley	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
George Stevens	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Behr	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Valerie Stallings	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Juan Vargas	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Susan Golding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

SUSAN GOLDING
Mayor of The City of San Diego, California.

(Seal)

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

By *Mary Cepeda* Deputy.

Office of the City Clerk, San Diego, California

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