(R-94-770)

282979

RESOLUTION NUMBER R-

ADOPTED ON ____NOV 15 1993

WHEREAS, the San Diego Convention & Visitors Bureau ("ConVis") has developed an exciting new promotional campaign:
"San Diego for the Holidays -- A City of Lights"; and

WHEREAS, "San Diego for the Holidays -- A City of Lights" is a regional celebration of the Holiday Season during Thanksgiving and New Years, a traditionally slow period in San Diego's Visitor Industry; and

WHEREAS, the promotional campaign is intended to stimulate local community spirit and unity during the Holidays, as well as develop, over a number of years, a series of quality Holiday related events designed to attract "drive market" and overnight visitors to San Diego; and

WHEREAS, the program's objectives include a short-term goal of coordinating and promoting a package of Holiday programs and activities, and a long-term goal of establishing San Diego as a City of Lights with special emphasis on lighting schemes to enhance the City's nighttime skyline; and

WHEREAS, this community-wide celebration of the Holidays will include the participation of local government, businesses, visitor attractions, neighborhoods, waterfront attractions and the media; and

WHEREAS, ConVis is joined in this promotion by a number of local civic entities including the Greater San Diego Chamber of

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CITY CLERKS OFFICE SAN DIEGO, CA

4.

Commerce, Downtown San Diego Partnership, San Diego Restaurant Association, San Diego County Hotel-Motel Association, Gaslamp Quarter Association, San Diego Port Tenants Association and the International Special Events Society; and

WHEREAS, all of San Diego should be encouraged to participate in "San Diego for the Holidays -- A City of Lights"; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that this Council hereby encourages all San Diegans to join in this worthwhile effort to stimulate community spirit and promote San Diego as a visitor destination during the Holiday Season.

APPROVED: JOHN W. WITT, City Attorney

-H, Swett

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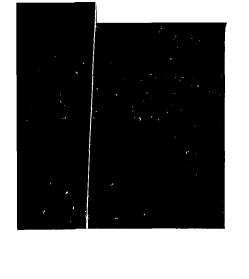
Stuart H. Swett Senior Chief Deputy

SHS:smm 11/05/93

Or.Dept:Mayor

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Passed and adopted by the Council of by the following vote:	of The City of S	an Diego on	NOV	1 5 1993	
Council Members Abbe Wolfsheimer Ron Roberts John Hartley George Stevens Tom Behr Valerie Stallings Judy McCarty Juan Vargas Mayor Susan Golding	Yeas A D D D D A D D D	Nays	Not Present	Ineligible	
AUTHENTICATED BY:		SUSAN GOLDING Mayor of The City of San Diego, California.			
(Seal)			HARLES G. AB	iar Diego, California.	

Office of the City Clerk, San Diego, California

Resolution 282976

Number Adopted NOV 15 1993