

(R-94-770)

RESOLUTION NUMBER R- 282975

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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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

By Stuart H. Swett
Stuart H. Swett
Senior Chief Deputy

SHS:smm
11/05/93
Or.Dept:Mayor
R-94-770
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Passed and adopted by the Council of The City of San Diego on NOV 15 1993
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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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:

(Seal)

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

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

By *Linda Lugo*, Deputy.

Office of the City Clerk, San Diego, California

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