

(R-98-71)

RESOLUTION NUMBER R- 289000

ADOPTED ON JUL 29 1997

WHEREAS, tourism in San Diego has become a major industry and will continue to grow, thereby increasing air travel, international visits and automobile/recreational vehicle trips; and

WHEREAS, The City of San Diego, Convention Center and Visitors Bureau, Hotel-Motel Association, Asian and American Business Associations and the Black, Filipino, Hispanic and Greater San Diego Chamber 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, in 1996, there were a total of 14 million overnight visitors in San Diego; and

WHEREAS, in 1996 visitors to San Diego spent slightly more than \$4 billion, strengthening San Diego's economy; and

WHEREAS, the visitor industry is the third largest revenue generator of San Diego's economy; and

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

WHEREAS, we live in such a beautiful city, inspiring us to promote our city's hospitality, warmth and friendship; and

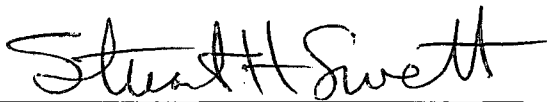
WHEREAS, the Mayor and City Council are underwriting a program to promote San Diego as "America's Friendliest City"; and

WHEREAS, all of San Diego should be encouraged to make it known throughout the world that San Diego is truly "America's Friendliest City;" NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego, that San Diegans should smile, speak and be friendly to the many tourists that support San Diego's economy.

BE IT FURTHER RESOLVED, that the month of August 1997 be and is hereby proclaimed to be "**America's Friendliest City Month**" in The City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By 
Stuart H. Swett
Deputy City Attorney

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