

RESOLUTION NUMBER R- 289823

ADOPTED ON MAR 17 1998

WHEREAS, San Diego's very own Holiday Bowl celebrated its Twentieth Anniversary with the Colorado State-University of Missouri football game on December 29, 1997; and

WHEREAS, tourists and fans attending the 1997 Holiday Bowl created a record economic impact for San Diego of \$15.5 million, an increase of \$400,000 over the 1996 game; and

WHEREAS, the Holiday Bowl is traditionally one of the most exciting of all collegiate post-season games, with spectacular pre-game and halftime pageantry; and

WHEREAS, more than 500 local Holiday Bowl volunteers staged a festival of events for the enjoyment of San Diegans and visitors alike, including the nationally-televised Port of San Diego Holiday Bowl Parade; and

WHEREAS, the Holiday Bowl annually showcases San Diego as an ideal tourist and convention destination to a nationwide television audience; and

WHEREAS, the Holiday Bowl is enthusiastically supported by San Diego citizens and businesses; 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, does hereby congratulate and thank the Holiday Bowl Board of Directors, Holiday Bowl Committee, volunteers and ticket holders for 20 years of outstanding service to the community.

BE IT FURTHER RESOLVED, that this Council recognizes that the Holiday Bowl is  
"more than a football game," and hereby proclaims Tuesday, March 17, 1998 to be "HOLIDAY  
BOWL RECOGNITION DAY" in The City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett  
Stuart H. Swett.  
Deputy City Attorney

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