

RESOLUTION NUMBER R- 297071

ADOPTED ON SEP 16 2002

WHEREAS, in June 1977, the Greater San Diego Sports Association (GSDSA) examined the possibility of hosting a college football bowl game in San Diego; and

WHEREAS, with the support of numerous civic and business leaders, GSDSA presented its application for certification to the National Collegiate Athletic Association (NCAA) on January 1978, and on April 26, 1978, the Holiday Bowl was officially certified; and

WHEREAS, for twenty-four years, the Holiday Bowl attendance has averaged more than 90 percent of stadium capacity, television ratings have ranked as the best of all ESPN bowl games, and the consistently close games have earned the Bowl the reputation as America's Most Exciting Bowl Game; and

WHEREAS, the Holiday Bowl has become nationally recognized for its game day pageantry and a festive list of ancillary events, including a nationally televised parade and a premier vintage automobile race; and

WHEREAS, the Holiday Bowl annually generates enormous positive exposure and good will for the San Diego region and since the inaugural game in 1978, the economic impact has exceeded \$266 million; and

WHEREAS, the Western Athletic Conference was contracted to send its conference champion to the Holiday Bowl annually as the host team, and that relationship continued through the 1997 Game; and

WHEREAS, the Pacific-10 and Big-12 Conferences have provided highly ranked, nationally prominent teams to the Holiday Bowl for the past four years, and have contracted to continue the relationship for at least four more years; 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 proclaim December 27, 2002, to be "**HOLIDAY BOWL 25<sup>TH</sup> ANNIVERSARY DAY**" in recognition of the efforts volunteered by many San Diegans to make the Holiday Bowl a successful tradition in our city.

APPROVED: CASEY GWINN, City Attorney

By Stuart H. Swett  
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09/09/02  
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R-2003-357  
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