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10/9

RESOLUTION NUMBER R- 303050  
DATE OF FINAL PASSAGE OCT 18 2007

WHEREAS, Promote La Jolla, Inc., is a non-profit organization whose purpose is to promote business within the Village of La Jolla; and

WHEREAS, Promote La Jolla was formed in 1987 as the Business Improvement District for the Village of La Jolla, to serve the merchants of the Village; and

WHEREAS, Promote La Jolla includes three committees, Promotions, Design, and Economic Development, who meet monthly to make recommendations for the City to implement; and

WHEREAS, the 1,400 member merchants, and 15-member board of directors, are dedicated to developing the economy and creating innovative and important business opportunities for the Village by the Sea; and

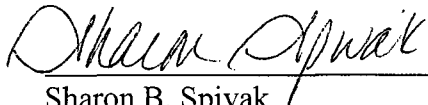
WHEREAS, Promote La Jolla, Inc. is celebrating 20 years of dedicated service to the community; and

WHEREAS, Promote La Jolla, Inc. members and board have dedicated themselves to serve the business community by giving back and volunteering their time to aid in its beautification of the Village, economic revitalization, helping businesses throughout the community to prosper and hosting special events; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the citizens of San Diego, does hereby commend Promote La Jolla Inc. for its substantial contributions to San Diego.

BE IT FURTHER RESOLVED, that Tuesday, October 9, 2007 be named **"PROMOTE LA JOLLA, INC. DAY"** in the City of San Diego in celebration of 20 years of dedicated service to the community and in support of businesses in the Village.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By   
Sharon B. Spivak  
Deputy City Attorney

SBS:als  
09/25/07  
Or.Dept:Council-Peters  
R-2008-251

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of OCT - 9 2007.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 10 18-07  
(date)

  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

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JERRY SANDERS, Mayor

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