



# COUNTY OF SANTA BARBARA

## *A RESOLUTION CELEBRATING THE 25<sup>TH</sup> ANNIVERSARY OF THE SOLVANG CONFERENCE & VISITORS BUREAU* CALIFORNIA

*WHEREAS*, travel matters to the nation's economic prosperity and its image abroad, to business wealth and to individual travelers; and is one of our most fundamental freedoms. The travel industry substantially enhances our personal growth and education, while promoting intercultural understanding and appreciation of our history, geography and culture; and

*WHEREAS*, travel to and within the United States provides significant economic benefits for the nation, generating \$1.8 trillion in economic output in 2010, with \$759 billion spent directly by travelers that spurred an additional \$1 trillion in other industries; leisure travel accounts for more than three-quarters of all trips taken in the United States and spurs countless benefits to travelers' creativity, cultural awareness, education, happiness and wellness; and

*WHEREAS*, travel and tourism is an important sector of the Santa Barbara County economy, and in 2010 countywide visitor activity generated \$1.4 billion in direct spending, supported 16,000 jobs and generated total fiscal impacts of \$39 million of which \$28.5 million was transient occupancy tax; with tourism revenue and overnight lodging in Solvang contributing 8% of the countywide total through \$2.35 million in TOT collections (an estimated 54% of the City's general fund) and retail sales tax – over \$3 million annually; and whereas the tourism industry provides 1 out of every 3 jobs in Solvang, benefiting both the residents and business owners of Santa Barbara County; and

*WHEREAS*, in recognition of Solvang's 100<sup>th</sup> Anniversary year and the unique significance of the American travel industry, we would like to recognize the 25<sup>th</sup> Anniversary of the Solvang Conference and Visitors Bureau; a non-profit 501©6 marketing agency that successfully secured national designation for Solvang as a "Preserve America Community" and markets and promotes Solvang and the Santa Ynez Valley as a premiere destination for leisure and business travel year-round.

*NOW, THEREFORE, BE IT RESOLVED* that the Board of Supervisors of Santa Barbara, hereby recognizes the work of the Solvang Conference and Visitors Bureau on their 25<sup>th</sup> Anniversary for the excellent job they do of promoting Solvang and the Santa Ynez Valley domestically and abroad.

*PASSED AND ADOPTED* by the Board of Supervisors, Santa Barbara County, State of California this 13<sup>th</sup> day of December, 2011 by a unanimous vote of all members present.



ATTEST: Charlie Walker  
Clerk of the Board

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Supervisor - 1st District

Grant Wolf  
Supervisor - 2nd District

Robert Fark  
Supervisor - 3rd District

Jim Gray  
Supervisor - 4th District

St. Jovan  
Supervisor - 5th District