



County of Sonoma
State of California

Date: May 12, 2020

Item Number: _____

Resolution Number: _____



4/5 Vote Required

**Resolution of the Board of Supervisors of the County of Sonoma, State of California,
Recognizing May 2020 as Travel and Tourism Month**

Whereas, the hospitality and tourism industry in Sonoma County employs over 22,330 people and comprises one in 10 jobs; and

Whereas, 10.8 million visitors come to Sonoma County annually, generating \$2.175 billion in destination spending and resulting in \$194.8 million in government revenue; and

Whereas, without these travel-generated tax revenues, each Sonoma County household would have to pay an average of \$1,025 more in taxes each year to maintain the same level of public services; and

Whereas, 77 percent of Sonoma County tourism businesses are small (fewer than 25 employees); 85 percent are locally owned; 43 percent have been in business for more than 20 years; and 35 percent have been in business for 10 or fewer years; and

Whereas, U.S. Travel Association, the non-profit organization that represents all components of the \$1.1 trillion travel industry in the United States, has designated May 3-9, 2020, the 37th National Travel and Tourism Week; and

Whereas, National Travel and Tourism Week is a time when travel and tourism professionals across the country unite to highlight the value travel holds for our economy, businesses, and personal well-being; and

Whereas, the Sonoma County tourism and hospitality industry has shown remarkable resilience, strength, and strategic momentum in helping Sonoma County recover from the adversities of the past several years; and

Whereas, when the time is right, the travel and tourism industry will be integral to our nation's economic recovery — the spirit of travel helping to restore our country's morale;

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NOW, THEREFORE, BE IT RESOLVED, that the Board of Supervisors of Sonoma County, California, in recognition and support of the contributions made by the hospitality and tourism industry in Sonoma County do hereby proclaim May 2020 as Travel and Tourism Month.

Supervisors:

Rabbitt:

Zane:

Gore:

Hopkins:

Gorin:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.