



County of Sonoma

State of California

Date: January 7, 2025

Item Number: _____

Resolution Number: _____

4/5 Vote Required

Resolution of the Board of Supervisors of the County of Sonoma, State of California,

Honoring and Celebrating the 20th Anniversary of Sonoma County Tourism

Whereas, Sonoma County Tourism was founded in 2004 as an entity designed to create marketing and sales synergy among municipalities and the unincorporated areas, with the aim of promoting the region as a tourism destination; and

Whereas, Sonoma County Tourism has been designated since 2004 as the contractor to carry out the services, activities and programs as set forth in the Business Improvement Area (Area) Ordinance to promote and encourage tourism within the boundaries of the Area and to coalesce lodging partners under one umbrella organization, generating enough funding to create robust sales and marketing programming; and

Whereas, Sonoma County Tourism has been charged with driving visitation primarily during off-peak season of November through April, but also identifying opportunities throughout the year to drive visitation; and

Whereas, due to the strength of Sonoma County Tourism's sales and marketing efforts, and the collective efforts of the regional tourism industry, visitor spending has grown from \$1.09 billion in 2005 to \$2.11 billion in 2024; and state and local taxes derived from the visitor economy has risen from \$89 million in 2005 to \$217 million in 2024;

Whereas, the number of employees in the hospitality industry has grown from 14,720 in 2005 to 21,970 in 2024; and

Whereas, Sonoma County Tourism has worked with the industry through significant crisis situations including wildfires, floods, and the COVID-19 pandemic; and

Whereas, Sonoma County Tourism, recognizing the impacts of climate change, and opportunities to allow visitors to participate in protecting and preserving the region's natural and cultural resources, became the nation's first Destination Stewardship Organization in 2018, and

Whereas, Sonoma County offers unmatched natural and cultural resources, including being the most sustainable wine region in the world, ancient and majestic Redwoods, spectacular hiking, biking and walking pathways, myriad outdoor recreation options, a stunning Pacific coastline, charming small towns and bustling urban centers, burgeoning craft breweries and distilleries, arts and culture offerings, bucolic farms producing world-class cheeses and dairy products, wellness and spa retreats, world-renowned chefs and culinary experiences, and an array of lodging properties; and

Whereas, November 29, 2004 marked the day the organization was provided its articles of incorporation, making November 29, 2024 the organization's 20th Anniversary.

Now, Therefore, Be It Resolved that the Sonoma County Board of Supervisors, hereby recognize Sonoma County Tourism's commitment to inspiring travel to Sonoma County that strengthens our economy, reflects our diversity and encourages stewardship of our community's resources and, therefore, celebrate the 20th Anniversary of Sonoma County Tourism.

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Date:

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Supervisors:

Hermosillo:

Rabbitt:

Coursey:

Gore:

Hopkins:

Ayes:

Noes:

Absent:

Abstain:

So Ordered.