

**Before the Board of Supervisors in and for the
County of Monterey, State of California**

Resolution No.

Adopt Resolution Proclaiming June 30, 2011)
“Salinas Valley Growing Life Day” in recognition of the visitor information,)
reservation, and concierge services offered throughout the County of Monterey)
by the **California Welcome Center Salinas**)

WHEREAS, Monterey County visitors and residents need to access comprehensive tourist information services including access to Monterey Bay and Central Coast attractions, lodging, restaurants, tours, visitor resources, camping, parks, wilderness areas, eco and sustainable tourism programs, elder travel, financial institutions, digital connectivity, relocation, vacation planning assistance, and much, much more;

WHEREAS, the process of connecting visitors, tourists and residents in Monterey County with access to needed services has been simplified by the establishment of **California Welcome Center Salinas**, a comprehensive 1500 square foot visitor information center and web based information and concierge service;

WHEREAS, **California Welcome Center Salinas** maintains an up-to-date and ever growing database with many local, regional, statewide, national, and international organizations, providing reservations, tickets, and access to attractions, lodging, restaurants and tours located around the Monterey Bay and Tri-County, and Central Coast region, as well as providing services on site;

WHEREAS, **California Welcome Center Salinas** enables the entire network of tourism and visitor information services to function more efficiently by reducing the number of misdirected calls and referrals and reducing public frustration with the difficulties of finding help;

WHEREAS, the local, regional, statewide, national, and international providers of tourism and visitor services benefit from accurate and timely information about visitor resources around the county collected and disseminated by **California Welcome Center Salinas**;

WHEREAS, **California Welcome Center Salinas** is a valuable community partner to the Monterey County Convention and Visitors Bureau, Monterey County cities, and the California Travel and Tourism Commission, and represents the greater Monterey Bay and Central Coast region.

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of Monterey on behalf of the County and all citizens Adopt Resolution Proclaiming June 30, 2011 “Salinas Valley Growing Life Day” in recognition of the visitor information, reservation, and concierge services offered throughout the County of Monterey by the **California Welcome Center Salinas**.