



## Proclamation

**WHEREAS**, Craft Beer is highlighted and celebrated in the month of FeBREWary in Santa Rosa; and

**WHEREAS**, the Santa Rosa Metro Chamber's Visit Santa Rosa team has created a marketing campaign to inform and promote our craft beer scene to locals and visitors; and

**WHEREAS**, this campaign is compatible with the City's Out There Santa Rosa destination marketing campaign which also highlights our local breweries; and

**WHEREAS**, FeBREWary encompasses the release of Pliny the Younger, awareness of Sonoma County Brews at SF Beer Week, and the third year of the Santa Rosa Beer Passport; and

**WHEREAS**, the Santa Rosa Beer Passport participation has grown each year with the excitement of experiencing Sonoma County's finest craft beer and the anticipation of receiving a beer medal; and

**WHEREAS**, Santa Rosa has been dubbed "Where Wine Country Meets Beer City"; and

**WHEREAS**, the City of Santa Rosa supports the craft beer industry and all that it brings to our destination.

**NOW, THEREFORE, BE IT RESOLVED**, that I, Tom Schwedhelm, Mayor of the City of Santa Rosa, on behalf of the entire City Council, encourage participation by all craft beer enthusiasts to enjoy the month-long festivities, and do hereby proclaim February as

**FeBREWary**



Mayor Tom Schwedhelm  
January 29, 2019