BOARD OF SUPERVISORS, COUNTY OF LAKE, STATE OF CALIFORNIA

PROCLAMATION

Celebrating Michele Carson as the First Lake County Recipient of Tourism Ambassador Institute's International CTA of the Year Award

WHEREAS, Tourism and Recreation are primary drivers of Lake County's economy, with Dean Runyan and Associates estimating countywide travel-related spending at $175.8M in 2022, alone; and

WHEREAS, Lake County is unique among the Tourism Ambassador Institute's 30+ Certified Tourism Ambassador (CTA) programs in more than 20 states, in that it is chaired and overseen by volunteers; and

WHEREAS, Michele Carson and the CTA Core Committee dedicate countless hours on an annual basis, partnering with Lake County Chamber of Commerce, Lakeport Unified School District, various local businesses, business associations, and many other collaborators to educate new Ambassadors and raise awareness of Lake County's communities as truly unique and outstanding recreation and vacation destinations; and

WHEREAS, Michele Carson has been described as "The shining star," of this innovative program, hosting EdVenture events that enrich and inspire, and recently collaborating with the Lake County Fish & Wildlife Advisory Committee on securing grant funding to produce signage and other materials to improve anglers' experience when visiting Clear Lake, *Bassmaster Magazine's* 2020 "Best Bass Lake of the Decade"; and

WHEREAS, Michele Carson has been named the Tourism Ambassador Institute's International "CTA of the Year," and is the first Lake County CTA to earn this remarkable and prestigious designation; and

WHEREAS, she has somehow managed to accomplish all of this and more while serving with unparalleled dedication and creativity as Client Relationship Manager for Strong Financial Network, supporting the well-being of countless Lake County residents.

NOW, THEREFORE, it is our Board's privilege to celebrate and wholeheartedly congratulate Michele Carson on this extraordinary honor, and express our deep gratitude for her many-faceted efforts to bring opportunity and vibrancy to the lives of Lake County-connected people.

ADOPTED THIS 13th DAY OF JUNE, 2023.

ATTEST: **SUSAN PARKER**
Clerk of the Board of Supervisors

COUNTY OF LAKE

By: _____
Deputy

_____
Chair, Board of Supervisors