

**RESOLUTION NO. 2019-055**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HESPERIA,  
CALIFORNIA, SUPPORTING THE MOJAVE RIVER VALLEY MOVEMENT**

**WHEREAS,** a movement began across this region focused on establishing a collective identity as the Mojave River Valley; and

**WHEREAS,** The term “High Desert” refers to the Hesperia region and neighboring cities as well as regions to include Antelope Valley and Yucca Valley; and

**WHEREAS,** Mojave River Valley rebranding of this region will be used to market the region to prospective employers, developers and future residents in an effort to relay the beauty and benefits to be found in the area.

**NOW THEREFORE,** BE IT RESOLVED BY THE CITY OF HESERIA CITY COUNCIL AS FOLLOWS:

- Section 1. The City of Hesperia will support the Mojave River Valley movement;
- Section 2. The City of Hesperia will support the branding through the use of the term in official communications where the term High Desert is currently used;
- Section 3. The City of Hesperia will use the term in economic development efforts.
- Section 4. That City Clerk shall certify to the passage and adoption of this resolution and enter it into the book of original resolutions.

**ADOPTED AND APPROVED** this 1<sup>st</sup> day of October, 2019.

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Larry Bird, Mayor

ATTEST:

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Melinda Sayre  
City Clerk