

JEFF ECKLES
for
MORRO BAY CITY COUNCIL
Respect Our Past, Protect Our Future

A Vision for Morro Bay

Nestled along the Central Coast, Morro Bay is known for its unique character, rich history, and unspoiled natural beauty. From Morro Rock to the scenic bay and quaint downtown, Morro Bay is a place where the past and the present blend in harmony. As we look to the future, it is vital that we respect our past while protecting what makes our town special.

Respecting Our Past

Our town's history is the foundation of our community. Once inhabited by the Salinan and Northern Chumash tribes, the area has sacred origins. The city of Morro Bay has a rich heritage from its early days as an artist colony and fishing village to its growth into a popular coastal destination. Our historic landmarks, local traditions, and the accomplishments of the people who have called Morro Bay home over the years are treasures that deserve to be preserved.

Respecting our past means safeguarding these cultural and historical assets. It means supporting the fishing industry and local businesses that have been the backbone of our community for generations and celebrating the people and places that bring us together. By remembering where we come from, we can ensure that we protect the character of Morro Bay.

Protecting Our Future

As we respect our past, we must also look forward to the future. Protecting Morro Bay means making thoughtful decisions that will benefit our community for generations to come. This includes environmental stewardship to preserve our beautiful coastline, estuary, and natural habitats. It means sustainable development to maintain our small-town charm, and community engagement to ensure the citizens of Morro Bay are heard.

A promising future depends on balancing growth with preservation. By protecting our environment, supporting affordable and appropriately scaled housing, and encouraging responsible tourism, we can protect the natural and cultural resources that make Morro Bay unique. We can create a thriving, inclusive community where everyone- from young families to retired residents- has the opportunity to prosper while enjoying the beauty and tranquility of our surroundings.

Making a Difference

My campaign, *Respect Our Past, Protect Our Future*, is dedicated to maintaining the character of Morro Bay while embracing the promise of tomorrow. I believe in a community where residents, businesses, and visitors can thrive together. By respecting our history and making wise choices for the future, we can ensure that Morro Bay remains the exceptional place we all love.

Please join us in this cause. Your support and your vote are essential to making this vision a reality.

Vote Jeff Eckles for Morro Bay City Council
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