

## **REQUEST FOR RESOLUTION OPPOSING SANTA BARBARA COUNTY WINE BID**

We the undersigned wineries have a winery or tasting room in the City Limits of Lompoc.

The Santa Barbara Vintners is proposing to create a Wine Business Improvement District (BID), called the "Wine Preserve", to require wineries to pay a 1% assessment on all California retail "sales that incur CA sales tax. This includes wine, tasting fees, merchandise and food, events and wine clubs." The Santa Barbara Vintners plan to ask the County Board of Supervisors to authorize this Wine BID in the next couple of months and have the 1% assessment effective January 1, 2021.

The Wine BID projects it will raise \$1 million, of which 46.5% or \$465,000 will be spent on "Salaries, Overhead and Reserves," an enormous expenditure. By comparison, the Explore Lompoc BID spends no funds for salaries and its Board are all volunteers. Most non-profits spend 10-15% on administrative costs.

We the undersigned Lompoc Wineries and Tasting Rooms are opposed to the Wine BID (Preserve) for several reasons:

In the middle of a pandemic, when California is experiencing economic uncertainty, we cannot afford to charge our remaining customers 1% on top of the 8.75% Lompoc tax rate for a total of 9.75%.

Small producers, which in Lompoc includes most of the wineries and tasting rooms, will not benefit from the Wine BID but will feel the financial impact of the assessment and increased reporting costs due to Point-of-Sale (POS) and wine club software reconfiguration, etc.

Large producers, which in Lompoc excludes 98% of the wineries and tasting rooms, will benefit because it will support and enhance their national wholesale distribution channels. Most of the large winery corporate offices are not even located in Santa Barbara County.

The majority of wineries in Santa Barbara County and Lompoc are not members of SB Vintners and do not support a proposed Wine BID, however they do not have the weighted vote to prevent it.

A Wine BID will give the wine consumer another reason to drive through Santa Barbara County and go to Paso Robles. Even though San Luis Obispo County has half the population of Santa Barbara County, it has 1.6 million wine tourists to Santa Barbara County's 800,000.

No other wine association in California, or the country, is known to have a Wine BID. Santa Barbara County will be a guinea pig to test a law that was written by Civitas Advisors, which is the same company that is providing the consulting services for the county's Wine BID.

We the undersigned therefore request the Lompoc City Council to pass a Resolution Opposing the Santa Barbara Wine BID and send it to the Board of Supervisors.

Respectively submitted:

\_\_\_\_\_ Agritetrad Wine Co., LLC  
\_\_\_\_\_ Alma Rosa Winery & Vineyards (Vin de Zo, LLC)  
\_\_\_\_\_ Ampelos Cellars  
\_\_\_\_\_ Brewer-Clifton  
\_\_\_\_\_ Camins 2 Dreams  
\_\_\_\_\_ Casa Dumetz  
\_\_\_\_\_ Chanin Wines  
\_\_\_\_\_ Core Wine Co.  
\_\_\_\_\_ Dark Water Winery  
\_\_\_\_\_ Dascomb Cellars  
\_\_\_\_\_ Domaine de la Côte  
\_\_\_\_\_ Entourage Wines  
\_\_\_\_\_ F2 Wines  
\_\_\_\_\_ Fiddlehead Cellars  
\_\_\_\_\_ Flying Goat Cellars  
\_\_\_\_\_ Four Brothers Wine Co.  
\_\_\_\_\_ GeoPartners  
\_\_\_\_\_ Gogi Wines  
\_\_\_\_\_ Hollow Wines  
\_\_\_\_\_ Holus Bolus  
\_\_\_\_\_ J. Willette Companies (Tyler Winery)  
\_\_\_\_\_ Jaime Slone Wines  
\_\_\_\_\_ Jalama Wines  
\_\_\_\_\_ Jorian Hill Vineyards  
\_\_\_\_\_ Kalawashaq Wine Cellars  
\_\_\_\_\_ Kessler-Haak Wines  
\_\_\_\_\_ Kings Carey  
\_\_\_\_\_ Kitá Wines  
\_\_\_\_\_ Kugler Wines (Ave Winery)

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L&N Wines, LLC

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Lieu Dit (Metier, LLC)

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Liquid Farm

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Lompoc Wine Factory

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Long Creek Vineyards

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Richard Longoria Wines

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Loring Wine Company

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Lutum Wines

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Montemar Wines

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New Vineland, LLC

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Pali Wine Co.

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Palmina Winery

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Pence Vineyards & Winery

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Piedrasassi

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Rancho de Ontiveros (Native 9)

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Sandhi

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SB Wine Co., LLC

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Sea Smoke Cellars

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Sevtap Winery

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Smart Vine

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Spoke Cider

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Stolpman Vineyard

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Strange Family Vineyards

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Sweetzer Cellars

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Temperance Cellars

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Transcendence Wines

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Turiya Wines

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Turner & Twerp, LLC

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Wenzlau Vineyards

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Zinke Wine Co.

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Zotovich