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**BOARD OF SUPERVISORS**  
County Administration Building  
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[www.countyofsb.org](http://www.countyofsb.org)

## **COUNTY OF SANTA BARBARA**

November 1, 2016

Leslie Pond  
Department of Alcoholic Beverage Control  
1000 South Hill Road, Suite 310  
Ventura, CA 93003

Re: Application for Alcoholic Beverage License:  
Hiwi, Inc, 6555 Pardall Road, Goleta, CA 93117-4806

Mr. Pond,

The Santa Barbara County Board of Supervisors strongly urge you to deny the ABC license application for Hiwi, Inc. in Isla Vista. Approval of this application will negatively impact the public health and safety of that community. Expanding access to alcohol in Isla Vista will increase underage drinking, exacerbate the party culture, and increase the risk of drunk driving and other crimes, such as sexual assault and burglary.

Isla Vista has experienced considerable crime, violence and tragedy over the past several years including "Deltopia" riots, Halloween and the tragedy in May of 2014, where six students were killed and fourteen were injured. Since then, the community of Isla Vista has made considerable progress towards enhancing public health and safety in Isla Vista. The University of California Santa Barbara, Santa Barbara County, law enforcement, longtime residents and students have successfully implemented a variety of initiatives and programs designed to curb the party culture, including alternative activities to alcohol consumption, increased law enforcement, infrastructure improvements, and educational programs and services. Approval of this license will be detrimental to these collective efforts.

Isla Vista and the neighboring City of Goleta are already negatively impacted by alcohol consumption and increased opportunities for drinking will only exacerbate an already dangerous situation. There has not been approval of new alcohol licenses in Isla Vista for many years for all of these reasons, as well as the fact that the Isla Vista census tract already has an overconcentration of alcohol licenses. We urge you to help us continue to foster a healthy environment for students to live and thrive.

Thank you for your consideration of this request.

Sincerely,

Peter Adam  
Chair, Board of Supervisors