

**RESOLUTION OF THE BOARD OF SUPERVISORS  
COUNTY OF SANTA BARBARA, STATE OF CALIFORNIA**

IN THE MATTER OF DECLARING ITS INTENTION TO ESTABLISH THE SANTA BARBARA COUNTY WINE IMPROVEMENT DISTRICT (SBCWID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

RESOLUTION NO. 24-281

**WHEREAS**, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the County of Santa Barbara (County) to establish business improvement districts for the purposes of promoting assessed businesses; and

**WHEREAS**, the Santa Barbara County Vintners' Association, wine tasting facility owners, and representatives from the County have met to consider the formation of the SBCWID; and

**WHEREAS**, the Santa Barbara County Vintners' Association has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the SBCWID, a service plan and budget, and a proposed means of governance; and

**WHEREAS**, the proposed SBCWID includes all wine tasting facilities, existing and in the future, located within the boundaries of the County, which includes the unincorporated areas of the County and in the cities of Carpinteria, Santa Barbara, Goleta, Solvang, Buellton, Lompoc, Santa Maria, and Guadalupe; and

**WHEREAS**, consent to include wine tasting facilities in their respective jurisdictions will be requested from the cities of Carpinteria, Santa Barbara, Goleta, Solvang, Buellton, Lompoc, Santa Maria, and Guadalupe; and

**WHEREAS**, wine tasting facilities who will pay more than fifty percent (50%) of the assessment under the SBCWID have petitioned the Board of Supervisors (Board) of the County to establish the SBCWID.

**NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:**

1. The recitals set forth herein are true and correct.
2. The Board finds that assessed businesses that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the formation of the SBCWID. The Board accepts the petitions and adopts this Resolution of Intention to establish the SBCWID and to levy an assessment on all wine

tasting facilities, existing and in the future, within the SBCWID boundaries in accordance with the Property and Business Improvement District Law of 1994.

3. The Board finds that the Plan satisfies all requirements of Streets and Highways Code §36622.
4. The Board declares its intention to establish the SBCWID and to levy and collect, directly or through a third-party agent, assessments on wine tasting facilities within the SBCWID boundaries pursuant to the Property and Business Improvement District Law of 1994.
5. The SBCWID shall include all wine tasting facilities, existing and in the future, located within the boundaries of the County, which includes the unincorporated areas of the County, and the cities of Carpinteria, Santa Barbara, Goleta, Solvang, Buellton, Lompoc, Santa Maria, and Guadalupe, as shown in the map attached as Exhibit A.
6. The name of the district shall be the Santa Barbara County Wine Improvement District (SBCWID).
7. The annual assessment rate is one percent (1%) of gross sales revenue of assessed wine tasting facilities. Based on the benefit received, assessments will not be collected on purchases made outside of the state of California or purchases made pursuant to contracts executed prior to April 1, 2025. Revenue generated from the SBCWID is intended only to provide programs and services for assessed businesses, all of which are located in California. Sales made outside of the state of California are not subject to assessment due to a lack of benefit. Assessment dollars will not be spent on any programs or activities to benefit individual wine tasting facilities outside of the state of California. Assessment dollars may be spent outside of California to elevate the notoriety of the County as a premier winery destination with the desired outcome of increased in-person visitation to businesses paying the assessment.
8. The assessments levied for the SBCWID shall be applied toward promotions & engagement programs to promote assessed wine tasting facilities in the County to increase wine tasting facility sales revenue, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which SBCWID assessments are levied as long as they are used consistent with the requirements of this resolution and the Plan.
9. The Santa Barbara County Vintners' Association will serve as the Owners' Association for SBCWID as defined in Streets and Highways Code § 36612.
10. The proposed SBCWID will have a five (5) year term, beginning April 1, 2025 or as soon as possible thereafter, and ending five (5) years from its start date, unless renewed pursuant to Streets and Highways Code § 36660.
11. Bonds shall not be issued.

12. The time and place for the public meeting to hear testimony on establishing the SBCWID and levying assessments are set for January 14, 2025, at 9 AM, or as soon thereafter as the matter may be heard, at:

Joe Centeno Betteravia Government Administration Building  
Board Hearing Room  
511 East Lakeside Parkway  
Santa Maria, CA 93455

13. The time and place for the public hearing to establish the SBCWID and the levy of assessments are set for February 11, 2025, at 9 AM, or as soon thereafter as the matter may be heard, at:

Joe Centeno Betteravia Government Administration Building  
Board Hearing Room  
511 East Lakeside Parkway  
Santa Maria, CA 93455

The Clerk of the Board is directed to provide written notice to the assessed businesses subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways Code § 36623, no later than December 27, 2024.

14. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the SBCWID may be received. If at the conclusion of the public hearing, there are of record written protests by the owners of the assessed businesses within the proposed SBCWID that will pay fifty percent (50%) or more of the estimated total assessment of the entire SBCWID, no further proceedings to establish the SBCWID shall occur for a period of one (1) year.
15. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.
16. This resolution shall take effect immediately upon its adoption by the Board.

**I HEREBY CERTIFY** that the foregoing Resolution of Intention was introduced and adopted at a regular meeting of the Board on the 17th day of December 2024 by the following vote:

AYES: Supervisors Williams, Capps, Hartmann, Nelson and Lavagnino

NOS: None

ABSTAIN: None

ABSENT: None

D-2-B

ATTEST:  
MONA MIYASATO  
COUNTY EXECUTIVE OFFICER  
CLERK OF THE BOARD

By: Sheila MacGuire  
Deputy Clerk of the Board

Steve Lavagnino  
STEVE LAVAGNINO, CHAIR  
BOARD OF SUPERVISORS

APPROVED AS TO FORM:  
RACHEL VAN MULLEM  
COUNTY COUNSEL

DocuSigned by:  
By: Anne Kerson  
A87566B7C50EE4D0  
Deputy County Counsel

