

From: Jason Djang <jason@braveandmaiden.com>
Sent: Thursday, January 9, 2025 10:42 AM
To: sbcob
Subject: Support for the Santa Barbara County Wine Improvement District

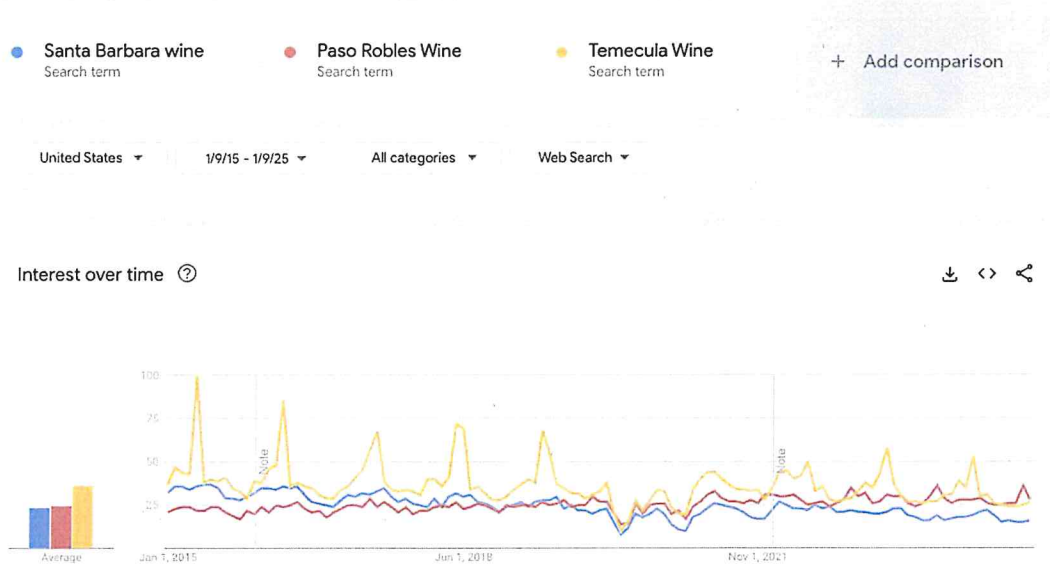
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Dear Members of the Santa Barbara County Board of Supervisors,

I am writing to express my strong support for the proposed Santa Barbara County Wine Improvement District (SBCWID) initiative, also referred to as the "Wine Preserve." As a vintner within the assessment area, I am confident that this program will provide meaningful benefits to our region's wine industry and broader community.

The Wine Improvement District's focus on promoting Santa Barbara County as a premier wine destination, along with its emphasis on increasing sales for assessed businesses, will have a significant impact on our economic sustainability and visibility in a competitive global market. With 73% of the assessment budget dedicated to promotions and engagement, the initiative is well-positioned to drive visitation, enhance brand recognition, and create long-term value for local wineries.

As you can see from the below Google Search trendlines (link [here](#)), "Temecula wine" (yellow) has drawn more user searches than "Santa Barbara wine" (blue) for at least the past ten years. And it was in 2018 that "Paso Robles wine" (red) overtook "Santa Barbara wine" and the gap continues to widen.

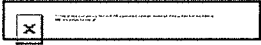


Santa Barbara's share of consumer mindshare is losing ground and we need to reverse this trend. It is critical our region be able to compete with these other regions lest we fall into irrelevancy in the marketplace with a negative countywide impact.

Therefore, I urge you to approve the BID proposal. This innovative program has the potential to solidify Santa Barbara County's reputation as a world-class wine region while supporting the livelihoods of local business owners and their employees.

Thank you for your leadership and attention to this important matter.

Warm regards,



Jason Djang | CEO

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