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PETER V. UEBERROTH, CHAIRMAN

March 20, 2009

Clerk of the Board
County Of Santa Barbara
105 E. Anapamu, Street, Room 407
Santa Barbara, CA 93101



Dear Supervisors;

I'm contacting you with regards to the proposed Wine Country Golf Resort located on the famed La Purisima Golf Course in the equally famous Sta. Rita Hills Wine Appellation. It caught my attention and interest as I was surprised to learn that such an amenity does not already exist in the area.

I am a 50 year veteran of the tourism and lodging industry. I have had the privilege of being Chairman of the largest tourism industry association in the private sector and government sector.

Santa Barbara has always been a highly sought destination for travelers, and the burgeoning wine industry has given visitors a new reason to visit the region. However, other new wine tourist destinations such as Monterrey, San Luis Obispo, Oregon and Washington are growing quickly. In my opinion, Santa Barbara needs to stay current and provide top quality visitor serving destinations and amenities for this new group of high paying tourists in order to stay competitive in this fast growing market segment. It would appear to make sense to use Santa Barbara's high standing tourism reputation to help grow and further support the local wine industry.

If such a Resort were in existence, I believe California could increase its stature as a world renowned wine and golf destination as travelers could hit the tri-fecta of Santa Barbara, Monterrey and the Napa Valley to get a full wine, spa and golf experience. I hope to have the opportunity to further follow the progress of the La Purisima Resort.

Regards,

A handwritten signature in cursive script that reads "Peter V. Ueberroth".

Peter V. Ueberroth

PVU/sdq