

To: County of Santa Barbara

Re: Sideways Out West, LLC
P.O. Box 548
Los Olivos, CA 93441

ABC Application - 2360 Alamo Pintado Avenue
Letter of Public Convenience & Necessity

May25, 2016

To Whom it may Concern:

I am writing to supplement the previous letter provided by my partner Michael Zinke with regard to our request for a letter for Public Convenience and Necessity related to the type 20 license (Beer and Wine Sales for Off Premises) that we are trying to move from Goleta to Los Olivos. During the application process, we were lead to believe that obtaining a PCN letter was just a part of the process and not something to be concerned about. We posted for the license, moved ahead with our lease and with the necessary renovations to our space.

We have now been told that the Planning and Development Staff Report will not support our request, has drafted a board letter support denial of our PCN and, if approved the Board, this vote will result in the denial of our license. This denial is being based upon the proliferation of so called "Virtual Wineries" or 17/20 licenses in our area. However, these Virtual Wineries are not brick and mortar stores, and they are only allowed to sell wine over the phone or internet. We intend to sell craft beer in an actual brick and mortar store to both tourists and locals. We also intend to sell a wide variety of locally sourced food products that are not presently available in our area.

If the virtual wineries were not included in the count of type 20 licenses in our area, there would only be two others in the area.(One of which is located at Zaca Lake Resort, which has not been open to the public for over 11 years.) The ABC allows for three type 20 licenses in our area based upon the population. However, when the type 17/20 license was created, this license was exempted from saturation restrictions. This has led to more than 20 of these licenses being located in our area. However, the law that allowed for this did not exempt regular type 20 licenses from having to include these new licenses as part of their saturation analysis. Thus, although there is no issue with too many real type 20 licenses in our area, we have to request a PCN letter due to these Virtual Wineries.

In our discussion with staff and review of past requests for PCN letters, it appears that these letters are generally granted unless the area has an issue with crime. The community of Los Olivos does not have any issue with crime. Based upon past experience, there would have been no reason for anyone to believe that this request would be denied by the County. Presumably, this is the basis for the advice we received from our consultant.

A denial of this request will render the months of business planning that we have done useless. It will mean the loss of the time and money invested into renovations for this location and possible future liability on the lease. It will represent the dream a young person starting a business in Santa Barbara

County being destroyed by the arbitrary nature of the planning process in this County. We ask that Staff reconsider supporting this PCN request, so that approval by the Board of Supervisors will result in the issuance of a letter and approval of our license.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink that reads "Erin Tacey". The signature is written in a cursive style with a large, looped "E" and a long, sweeping tail on the "y".

Erin Tacey
for Sideways Out West, LLC