

NOTICE OF PUBLIC MEETING AND PUBLIC HEARING CONCERNING THE ESTABLISHMENT OF THE SANTA BARBARA COUNTY WINE IMPROVEMENT DISTRICT (SBCWID) AND LEVY OF AN ASSESSMENT ON WINE TASTING FACILITIES WITHIN THE SBCWID

NOTICE IS HEREBY GIVEN that on December 17, 2024, the Board of Supervisors (Board) of the County of Santa Barbara (County) adopted a Resolution of Intention to establish the Santa Barbara County Wine Improvement District (SBCWID) and to levy an assessment on wine tasting facilities within the SBCWID as set forth in the Resolution of Intention.

NOTICE IS HEREBY FURTHER GIVEN that at 9 AM on January 14, 2025, at the Joe Centeno Betteravia Government Center, 511 East Lakeside Parkway, Santa Maria, CA a public meeting shall be held pursuant to Government Code section 54954.6 to allow public testimony regarding the establishment of the SBCWID and the levy of assessments therein as set forth in the Resolution of Intention and pursuant to Government Code section 54954.6.

NOTICE IS HEREBY FURTHER GIVEN that at 9 AM on February 11, 2025, at the Joe Centeno Betteravia Government Center, 511 East Lakeside Parkway, Santa Maria, CA has been set as the time and place for a public hearing at which time the Board proposes to establish the SBCWID and to levy the proposed assessment as set forth in the Resolution of Intention.

Location: The SBCWID includes all wine tasting facilities, existing and in the future, located within the boundaries of the County of Santa Barbara (County), which includes the unincorporated areas of the County, and the cities of Carpinteria, Santa Barbara, Goleta, Solvang, Buellton, Lompoc, Santa Maria, and Guadalupe.

Services: The SBCWID is designed to provide specific benefits directly to payors by increasing wine tasting facility sales and revenue therefrom. Promotions & engagement will promote assessed wine tasting facilities in the SBCWID to increase wine tasting facility sales revenue.

Budget: The total SBCWID annual assessment budget for the initial year of its five (5) year operation is anticipated to be approximately \$1,650,000. A similar budget is expected to apply to subsequent years, but this budget is expected to fluctuate as sales do and as businesses open and close.

Cost: 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.

Collection: A third-party collection agency shall be responsible for collecting the assessment on a quarterly basis (including any delinquencies, overdue charges and interest) from each assessed wine tasting facility located in the boundaries of the SBCWID. The third-party collection agency shall take all reasonable efforts to collect the assessments from each assessed wine tasting facility.

Duration: The SBCWID will have a five (5) year life, beginning on April 1, 2025 or as soon as possible thereafter, and ending five (5) years from the start date. After five (5) years, the SBCWID may be renewed pursuant to the Property and Business Improvement District Law of 1994, Streets and Highways Code section 36600 et seq. if assessed business owners support continuing the SBCWID programs.

Management: The Santa Barbara County Vintners' Association (SBCVA) will serve as the Owners' Association to provide improvements and activities for the SBCWID. The Owners' Association must provide an annual report on activities and expenditures to the County, which is also available to assessed business owners.

Protest: Any owner of a wine tasting facility business within the proposed SBCWID that will be subject to the assessment may protest the establishment of the SBCWID. If written protests are received from the owners of wine tasting facility businesses in the proposed SBCWID who represent fifty percent (50%) or more of the estimated annual assessments to be levied, the SBCWID shall not be established and the assessment shall not be imposed.

You may mail a written protest to:

Office of the County Clerk
County of Santa Barbara
105 East Anapamu Street, Room 407
Santa Barbara, CA 93101

You may also appear at the public meeting or hearing and submit a written protest at that time.

Information: Should you desire additional information about this proposed SBCWID or assessment contact:

Alison Laslett
Santa Barbara County Vintners Association
P.O. Box 1059
Buellton, CA 93427
(805) 688-0881

Dated: _____

MONA MIYASATO
COUNTY EXECUTIVE OFFICER
CLERK OF THE BOARD

By: _____
Deputy Clerk of the Board