



November 18, 2016

Santa Barbara County Board of Supervisors  
105 E. Anapamu Street  
Santa Barbara, CA 93101

*Via sbcob@co.santa-barbara.ca.us*

RE: Winery Ordinance Update and Final Environmental Impact Report (FEIR)

Dear Chair Adam and Supervisors,

The Santa Ynez Valley Alliance supports the proposed language of the Winery Ordinance as a good compromise. No one got everything they wanted. It is a logical compromise for all.

We urge the Board of Supervisors to resist wine industry pressure to allow the expansion of entitlement of small acreage parcels. The Santa Ynez Valley Community plan clearly marks areas of rural agricultural lands that act as buffers to residential areas. The Santa Ynez Valley contains the majority of these small agricultural parcels in the County and will clearly be the area most affected.

The visitation at wineries should be related to the agricultural use of the property. Wineries should not be allowed to operate as commercial event centers.

### **The Business Side of Wine**

There is another side to the vintner's claim that tasting rooms and events are needed for wineries to be economically viable: A properly run winery business does not depend on tasting room sales to make ends meet. Successful wineries sell their products regionally and nationwide using brokers, distributors, and wine clubs, as successful wineries do. A winery could never survive on the proceeds of tasting room sales and events.

Napa Valley vintners long ago discovered this to be true, and Napa offers even more wines from more wineries today than when their ordinance was enacted in 1990. According to the *Napa Valley Register* (1/31/16) "More than \$1 billion worth of wine was shipped directly to consumers" in 2015. Those are sales made primarily through their own web-based wine clubs.

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This is the future of wine sales worldwide. The winemakers' association's claims to need tasting rooms and events to sell wine doesn't hold true in the real business world and is a flagrantly false claim.

The proposed ordinance does a very good job of scaling the size of wineries and the amount of activity to the parcel sizes. We urge that you adopt it.

Thank you for your consideration of our comments.

A handwritten signature in black ink, appearing to read "Mark Oliver", with a horizontal line extending to the right.

Mark Oliver  
President