

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

May 17, 2016

To Whom it may Concern:

In accordance with the provisions of Section 23958.4 of the Business & Professions Code, we would like to submit the following considerations to demonstrate that public convenience and necessity will be served by the application's approval and that the request is consistent with many others that have been approved throughout this county.

Location: There is currently no existing use at this space. Prior to January 18th, 2016 this location was occupied by a high-end women's clothing boutique that decided not to renew its lease. Several commercial businesses line this block, that all contribute to a lower level of ambient noise in the neighborhood along Alamo Pintado Ave.

Business purpose and Convenience: The addition of an off-sale license will broaden the craft beer and bottle selections available to both locals and tourists and allow purchases for at-home consumption. Along with craft beer and wine, the store will also sell locally sourced food products such as olives and honey, and an assortment of prepackaged to go prepared foods such as cheese plates, vegetable and hummus trays and similar items. Approval of this license application will provide both locals and tourists of Los Olivos with a more comprehensive and unique experience, where they can choose a selection of wines and craft beers to experience at home and food items that are not presently available at any other location in the area.

While the community has a number of tasting rooms, there is presently only one other off sale retail establishment in town. The other licensed off-sale retail in the census tract is actually located at Zaca Lake Resort, has not been open to the public for a number of years, and is located a long ways back into the National Forest. This will allow for an expanded number of grocery items, as well as competition for off sale beer and wine sales.

Management: The management of Sideways Out West, LLC is well experienced in the hospitality/wine tasting industry, manages the Zinke Wines tasting room next door, and is known for their strong customer service and the effective management of personnel. Employees have or will all undergone extensive procedural training in the areas of sales and presentation, customer identification, site security and premises boundaries, and the proper handling of alcohol beverages. An ownership and/or management presence is on site at all times, ensuring quality service and a healthy and safe environment.

Customer Base: The addition of a bottle shop for craft beers and wine and a grocery store will not promote an environment in which excessive or irresponsible alcohol consumption is present or permitted. The management has been successful in creating a casual and comfortable atmosphere for all patrons at their tasting room next door, and plan to continue this tradition, with daily service times planned only until early evening. The additions of prepackaged prepared food will serve both tourists for picnic type meals, locals and especially workers in the community that want a healthy grab and go meal that is presently not available anywhere else in town.

Positive impact: Sideways Out West, LLC has played an integral role in revitalizing the Los Olivos economy. The owners have invested a considerable sum into cosmetic improvements and location upgrades, to help enliven the look and feel of the downtown area. This application represents their continued commitment to the community to provide a quality business and product in a safe and comfortable environment.

We hope you enjoy continued confidence in their abilities, and will approve their application for a beer and wine license at this location.

Thank you for your time and consideration. I look forward to your favorable reply.

Sincerely,

Michael Zinke
for Sideways Out West, LLC