

Sheila de la Guerra **Public Comment**

From: Brit Zotovich <brit.zotovich@gmail.com>
Sent: Monday, January 13, 2025 10:10 PM
To: sbcob
Subject: Support for the Wine BID

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I do hope this email does not arrive to you too late. Sadly I am not able to speak in person tomorrow regarding the BID. I am parenting solo while preparing for a wine release event this upcoming weekend.

I am in support of the BID and have been counted as a "YES" vote. I am a Cal Poly - San Luis Obispo graduate, new mother to a very busy 13-moth old, and a VERY fortunate central coast resident - something I never stopped dreaming about. Cal Poly's motto is 'Learn by Doing'. I learned that firsthand as is their intention - my first job getting my hands dirty at a winery was at the age of 19, in Avila Beach, CA. I was hired as what we know in the industry as a 'Cellar Rat' - very prestigious - obviously. I founded Dreamcote Wines (tasting room in Los Olivos), just over 10 years ago, working with winegrape growers who focus on their craft, allowing me to focus on mine. My goal is to produce fun, interesting wines and hard ciders - pet-nat bubbles, prickly pear cactus + heirloom apple cider - seasmoke grows them if you are curious! I cannot recall how many times I have heard at the tasting room from a guest - "Oh, we had no idea there was wine in Santa Barbara County - we go to Paso Robles all the time." - or - "We didn't realize we had wineries this close to LA". While Santa Barbara wines are a household name for us, this is not the case for many wine drinkers and WINE BUYERS. As a single small producer, my dollars spent in marketing do not have the reach that they would if managed appropriately by a collective with a shared goal.

Santa Barbara County is a 'slam dunk' wine region - the coastal proximity not only allows winemakers to make some of the best wines in the world, it vacations well and instagrams very well for visitors who seek it out whether solely to plan a wine-centric trip, or to simply explore a region that popped up in their instagram feed ... a sponsored ad depicting an attractive glass of wine in an outdoor setting. Santa Barbara is a new region compared to Napa and others most are easily familiar with - Burgundy, Champagne. New and lesser known products, books, and tourism locations need marketing to become more well known. In order to market this region properly, we need the funds to do so. What we have done historically is not working. A lack of voting, while seemingly benign, is a vote cast in an unproductive direction. "The Santa Barbara County Wine Industry generates \$7.9B in taxes annually and \$1.7 B in economic activity, and is essential to job creation and retention. Imagine what this BID could do if demand increases, if tourism increases, if more Santa Barbara grapes make it onto menus as wine instead of being declassified to central coast bulk wine. Imagine the tourism, tax dollars and jobs.

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