

The below are answers to Facebook postings that have been sent to us to answer:

Facebook: "How about the Vintners disclosing who and how much has been paid by the "dedicated sponsors" to fund 4 wine BID proposals, two slick websites, several press releases and pay Civitas its legal representative from Sacramento? Why the secrecy? Why no transparency? Why no full disclosure? What is the Vintners hiding? Any more secret slush funds? Who is behind the curtain? Do you know?"

Answers: In 2018, we raised \$15,500 from partner organizations to fund a feasibility study of the Wine Preserve. We were supported by the following tourism entities who have found success from their BIDs, as well as Bank of Marin. We also received one \$500 donation from a winery with fewer than 2,000 cases.

You can find this information in our [Annual Report](#) for 2018 on page 4, which was both emailed and mailed to all our members, then posted on our website in December of 2018.

Here are the details:

Santa Barbara Vintners Association 

TRANSACTION REPORT

All Dates

NUM	NAME	MEMO/DESCRIPTION	ACCOUNT	SPLIT	AMOUNT
100000540	Santa Maria Chamber of Comm...	Sponsorship - Wine Bid	4580 Sponsors	1200 Accounts Receivable	2,500.00
11498	Visit SYV	Sponsorship	4580 Sponsors	1200 Accounts Receivable	2,500.00
11499	Bank of Marin	Sponsorship	4580 Sponsors	1200 Accounts Receivable	5,000.00
11519	Visit Santa Barbara*	Sponsorship for the SB Vintners (...)	4580 Sponsors	1200 Accounts Receivable	5,000.00

In addition to the sponsorship dollars, the Vintners Association has spent \$22,658 for Civitas Consulting, plus some nominal incidentals for our meetings and PR. For reference, the dollars paid to Civitas represent just over 1% of our annual budget.

As an association, we are cognizant that we are funded by the wine industry's hard earned dollars. We work hard to keep costs down in many ways. We also recognize that not everyone is supportive of all our choices. We supplemented our efforts through sponsorships and kept our costs as low as possible, particularly on divided issues. At this point, any more spending on the BID will be funded from the BID itself, unless we have unavoidable charges before it is implemented.

As you can see, we have not been funded by "large wineries." That is fabricated, false, and misleading information. We have also been public and transparent about our funding.

Facebook: We belonged to the Vintners for many years. When the Vinters proposed to ban hoop houses within one mile of Santa Rosa Road and Hwy 246 which would have prevented Tutti Frutti tomatoes on Santa Rosa Road, Campbell's Berries on Hwy 246 and Findley Farms on Hwy 246 from using hoop houses I decided the Vintners and its Board were out of control and an organization i could not support.

Answer: The Santa Barbara Vintners did not support a ban on hoop houses for agriculture. We supported a ban on hoop houses over cannabis, which is not considered an agricultural crop. Before the revised hoop house ordinance, all the hoop houses over cannabis that

were not running under an SBC permit (the majority) ran afoul of the law, as the exemption for hoop houses was an *agricultural* exemption. This distinction was crafted in conjunction with other traditional agriculture, which also had compatibility issues with cannabis. Our effort was an attempt to address the illegal hoop houses over cannabis at the time.

Facebook: wondering if you ever reached out directly to the Vintner's Association for clarification? By the way, one of the 'goals' of the new group you are heavily involved with has to do with partnering with tourism and local businesses - something the Vintner's Association has actively been doing for quite some time.

Since December 2017, the association has been actively building the wine industry's relationship with our tourism boards, and partnering with them in various ways. We worked with Lompoc on the [Vintner's Festival 2018](#), the Santa Maria Chamber on the [Vintners Festival 2019 & 2020](#) (postponed), and Visit Santa Ynez Valley on [Taste of the Valley](#) last fall. We have received support from all the tourism boards in our pursuit of grants, as well as engaged in co-op advertising, and reciprocal in-kind donations.

You can find all of this information in our [Annual Report](#) for 2018 on page 4, which was both emailed and mailed to all our members, then posted on website in December of 2018. I will copy an excerpt below. You can see we disclosed our BID sponsorships, as well, so the issues of "transparency," "secrecy," and "hiding," are again all moot.

Excerpt from 2018 Annual Report:

"Tourism Partnerships

We have worked hard to build good relationships with our tourism partners this year. We had an introductory lunch last December and listened to their concerns and needs from the Vintners. We followed up with another lunch in July to share information and brainstorm ways we could continue to work better together. Taking their words to heart, we have strived to be better communicators and partners over the year. As such, we have received friendship, sponsorship and promotional support from all our partners.



Explore Lompoc

\$20,000 for marketing the Vintners Festival, 2018



Visit Santa Ynez Valley

\$2,500 to support our BID efforts, plus almost \$10,000 in hotel rooms for promotional events through the year.



Solvang Conference & Visitors Bureau
10% beneficiary of the Solvang STOMP, plus \$2,500 to sponsor the premiere of the movie Somm III



Visit Santa Barbara
\$5,000 to support our BID efforts



Santa Maria Valley Chamber - \$2,500 to support our BID efforts; \$20,000 to market the Vintners Festival, 2019



Buellton Visitors Bureau & Chamber of Commerce Provides ongoing promotional support to our office, staff and activities.”

Facebook: I take it that you are disappointed that it wasn't the 'giant' wineries putting up the money, right? You do know that some of them are not for the Wine Preserve, right? This is NOT about large vs small whatsoever - it's about a vision for a better and more effective Vintner's group that will better represent us ALL by having the budget to do so. Simple as that. This will benefit us ALL - and I wish folks would understand that.

To be clear, the large wineries will still shoulder the bulk of the funding. Of our 294 wineries holding licenses, they break down as follows on the chart below. Before you take issue with the data, these ranges are DTC sales only, and were reported to us based on tax records from 2017. Since we do not know the exact DTC revenue of each winery, we created this spreadsheet using the MAXIMUM earnings a winery might achieve. (For example, a winery categorized as 10,000 – 99,999, we calculated at 99,999.) In real life, the contribution of the smaller wineries would be even less than on this chart. As you can see, the larger wineries will still be making the largest contributions, so the idea that this is a system unfair to the smaller wineries is unfounded. If anything, the smaller wineries will benefit from the larger wineries providing most of the funding.

			1%			
Number of Wineries	Revenue Range	Max Earnings per winery	Max Contribution per winery	Max Total Contribution:	% of Total Contribution	% of wineries
80	\$0 - 9,999	\$ 9,999	\$ 100	\$ 7,999	1%	27%
85	\$10,000 - 99,999	\$ 99,999	\$ 1,000	\$ 84,999	7%	29%
48	\$100,000 - 199,999	\$ 199,999	\$ 2,000	\$ 96,000	8%	16%
81	\$200,000 +			\$ 1,011,002	84%	28%
294				\$ 1,200,000		