



SANTA BARBARA  
C O U N T Y  
**W I N E**

# **2021-2022 MEMBERSHIP**

Santa Barbara Vintners Association



# ABOUT

The Santa Barbara Vintners is a 501(c)6 nonprofit organization whose members include wineries, vineyards, businesses, hotels, and restaurants.

We join together to promote and preserve  
the world-class wines and wine region of  
Santa Barbara County, California.

Membership in the Santa Barbara Vintners provides both comprehensive and  
targeted benefits for your business year round.

**MARKETING • ADVOCACY • COMMUNITY**



Photo credit: Noozhawk

# MARKETING

FOR ALL SANTA BARBARA VINTNERS MEMBERS



190,000+ UNIQUE WEBSITE  
VISITORS ANNUALLY



11,000+ CONSUMERS &  
TRADE MEMBERS



15,750+ FACEBOOK FOLLOWERS  
14.1K INSTAGRAM FOLLOWERS  
5,750+ TWITTER FOLLOWERS



**Website:** Every member enjoys a dedicated webpage on our website that has over 190,000 unique visitors per year.



**Email marketing** to over 11,000 consumers about SBC Wine events and news.



**Advertising:** With almost \$400,000 exclusively dedicated to marketing to Los Angeles, we rolled out the "West of France, Just North of LA," advertising campaign, which will run until July 2021. We have applied for the same grant to market our region to San Diego and Orange County in 2022. [LA Campaign results may be reviewed here.](#)



**Social Media:** We promote our members to a combined following of over 35,500 (Facebook, Twitter & Instagram).



**Public Relations:** Wine, food, travel, and lifestyle media are all targeted by our PR firm out of Los Angeles. We curate media visits which hospitality and winery members host, allowing them to be part of all manner of media. [2019-21 media coverage report.](#)

## RECENT HIGHLIGHTS

When the pandemic hit, we did not pause our grant, resulting in:

- 261,951 physical visits to SBVA member wineries tracked in the last six months via geo-fencing
- 14.1 million impressions
- 505,775+ video views (700 hours)
- 44,497 ad engagements.

Silicon Valley Bank recently reported that we were the only wine region in CA to increase visitation in 2020.

[CLICK HERE FOR A  
FULL REPORT](#)



# COMMUNITY & EVENTS

FOR ALL SANTA BARBARA VINTNERS MEMBERS



**Consumer Events:** Annual events include Vintners Festival & Wine Futures Auction (when allowed).



**Trade Tastings:** Mission Santa Barbara Wine is a 3-Day Trade Tour with over 40 sommeliers and buyers from around the United States.



**Educational Member Tastings:** Monthly except during harvest, these blind tastings of a specific varietal (pinot noir, cabernet sauvignon, sauvignon blanc, chardonnay, etc.), allow members to network and learn about each other's wines while learning more about members businesses. All-Inclusive members (see membership information for more information) are offered the first opportunity to host.



**Expert Lectures:**

This series will be curated to bring experts to speak to membership on a range of agricultural, marketing, or wine business topics.

## RECENT HIGHLIGHTS

Prior to Covid, the SBV solicited a record number of sponsorships and profits for the first time in over five years for our events. Here are two highlights:

- Over \$75,000 from the 2019 Vintners Festival
- \$18,000 for the first year of the SBC Wine Futures Auction

We also held monthly tasting and networking events, which we will soon resume!



# ADVOCACY

FOR ALL SANTA BARBARA VINTNERS MEMBERS

## POLICY



With almost \$2B of economic impact, the Santa Barbara County wine industry must stay engaged in policy issues that impact the wine industry.

We track various County issues, as well as shepherd the wineries, tasting rooms, and vineyards through regulatory impacts, such as Covid19.

## RELATIONSHIPS



We hold relationships with and often partner with important members of our industry, including:

California Wine Institute  
Visit California • Visit Santa Barbara  
County of Santa Barbara Government  
Visit the Santa Ynez Valley  
Elected Officials • Explore Lompoc  
Santa Maria Chamber  
And more.

## RECENT HIGHLIGHTS

- Farm-stay committee advocate for overnight vineyard guests
- Continued efforts to create reasonable cannabis regulations
- Wrote and proposed the SBC Economic Recovery Plan to County.
- Working with state-wide organizations and government agencies, we ensured that every winery in the County (almost 300) had a path to reopen after the Covid-19 lockdown.
- During the pandemic, we sought out every winery in the County (almost led the development of re-opening regulations for the Beverage Industry in SBC.
- We provided detailed regulatory communications on Covid-19 until the entire state re-opened on June 15th.

To learn more about our Board led Advocacy Committee, please click [here](#).



# MEMBERSHIPS

ALL MEMBERSHIPS RUN FROM JULY 1 TO JUNE 30



## GENERAL MEMBERSHIPS



### WINERY

For wineries located in Santa Barbara County (SBC) with at least 75% of their wine labeled SBC or an approved AVA within SBC. Annual memberships start at \$1,800.

### VINEYARD GROWER

Licensed growers with 2+ acres in SBC. Annual memberships start at \$650.

### BUSINESS & INDUSTRY

General businesses serving SBC residents, businesses and visitors. Annual memberships are \$500 annually. Wine industry business memberships provide greater access to winery members and are \$1,000 annually.

### RESTAURANT

Restaurants located in SBC selling SBC wines. Annual memberships are \$250.



## SPECIFIC SPONSORSHIPS



### BUSINESS SPONSORSHIPS

Support your local wineries and reap the rewards. Corporate sponsorships start at \$2,500 annually. Customize sponsorships to fit your company's needs.

### MARKETING SPONSORSHIP

Help us expand our reach and donate to a fund dedicated exclusively to marketing, public relations and promotional efforts only.

### ADVOCACY SPONSORSHIP

As the most heavily regulated wine region in California, advocacy issues impact our entire wine industry. Past efforts have included but are not been limited to: Short Term Rentals, Farmstays, Land Use Permits, Covid-19 Regulations, and the Winery Ordinance.



## QUOTES FROM THE SBC WINE INDUSTRY

*about the Santa Barbara Vintners*

# *In Their Own Words*

### THE WINEMAKER

"We are firm believers in the Santa Barbara Vintners Association. We know that coalescing many voices into one makes us more powerful and produces the most effective messaging. One voice that invites, organizes and endorses. One voice to deliver a consistent and powerful message of unity. By joining together with shared purpose, we are stronger as a group. Strong and powerful to promote and illuminate the splendors of our region. We can only be our strongest if we ALL join together."

**Doug Margerum**

Owner

Margerum Wine Company & Barden

### THE GROWER

"The Santa Barbara Vintners gives me the opportunity to meet and talk to current and potential grape customers. As a member I have the network I need to sell my grapes each year and pride in supporting our local wine region."

**Brook Williams**

Owner & Winegrower

Duvarita Vineyard

Christy & Wise Vineyard



Photo credit: Craft and Cluster



# *In Their Own Words*

## QUOTES FROM THE SBC WINE INDUSTRY

*about the Santa Barbara Vintners*

### THE RESTAURATEUR

"The [SBV] has always worked hard to be the resource people think of when they are planning their trip to the beautiful Santa Ynez Valley and this is why we have supported them with our restaurant membership for over 20 years. Supporting [SBV] is more than just advertising, it's being a supportive member of a community. We appreciate the connections and support our membership has given us through the years—truly invaluable."

**Shawnda & Sam Marmorstein**

Owners

Los Olivos Wine Merchant Café



Photo credit: Lori Sortino

### THE WINE TOUR

"We serve the Central Coast and have belonged to Santa Barbara Vintners since 1997. Our membership is highly valuable for marketing, education, growth and networking. We consider membership a responsibility; to contribute to the tremendous growth of this region and industry, which is our pleasure, as you are our wine families."

**Jill Tweedie**

Owner

Breakaway Tours Wine and Events



# SANTA BARBARA VINTNERS

## JOIN NOW

### CONTACT:

**Alison Laslett**  
CEO  
[alison@sbcountywines.com](mailto:alison@sbcountywines.com)



**Phil Carpenter**  
Director of Membership  
[phil@sbcountywines.com](mailto:phil@sbcountywines.com)

QUESTIONS? CALL 805.688.0881

## BOARD OF DIRECTORS

**Katy Rogers**  
*President*  
Jackson Family Wines

**Callie Gleason**  
Gleason Family Vineyards

**Wayne Kelterer**  
*Secretary*  
The Hilt

**Tyler Thomas**  
Star Lane/ Dierberg  
Vineyards

**Tim Snider**  
Epiphany Wine Co.

**Riley Slack**  
Foxen  
Vineyard & Winery

**Karen Steinwachs**  
Buttonwood  
Winery & Vineyard

**Jessica Gasca**  
Story of Soil

**Nicholas Miller**  
Miller Family Wines

805.688.0881 | [INFO@SBCOUNTYWINES.COM](mailto:INFO@SBCOUNTYWINES.COM) | [SBCOUNTYWINES.COM](http://SBCOUNTYWINES.COM)