



**Santa Barbara Vintners
Board of Directors
Meeting Agenda**

Time: September 15, 2026 10:00 AM Pacific Time (US and Canada)
Location: Crown Point Winery, 1733 Fletcher Way, Santa Ynez, CA 93460

How To Provide Public Comment:

If you wish to provide public comment, the following methods are available:

- Distribution to the Board of Directors:
 - Email: Submit your comment via email prior to 5:00 PM on the day prior to the Board meeting. Please submit your comment to phil@sbcountywines.com. Your comment will be distributed to the Board and posted online.
 - Mail: Mail your comments to Wine Improvement District at 140 W. Hwy 246, #1059, Buellton, CA, 93427, attention General Manager. Please reference the agenda item to which your comment pertains. Although written comments become part of the record, they will not be read aloud at the meeting.
- Attend the Meeting In-Person - Individuals are allowed to attend and provide comments in-person at the location noted above.
- Attend the Meeting remotely by Zoom:
<https://us06web.zoom.us/j/5724212160?omn=87037885872>

Individuals wishing to provide public comment remotely may do so via Zoom by clicking the link. Notify your interest for remote Public Comment in advance for this meeting by e-mailing phil@sbcountywines.com. After e-mailing, you will receive a confirmation email containing information about how to join the webinar. Please review the Zoom protocols below, as follows:

- Once the Board President has announced the item you want to comment on, please be prepared to speak.
- You will be placed on mute until it is your turn to speak. You will be able to hear the Board meeting live after logging in.
- The Board President or SBV staff will call you by name. When removed from mute, you will be able to speak.

- Each person may address the Board for up to three minutes at the discretion of the Board President.

1. Call to Order

2. Roll Call

3. Closed Session

- a. Public comment on closed session agenda items
- b. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Gov. Code Section 54956.9(d)(1):
Name of case: *Flying Goat Cellars Inc. v. Santa Barbara County Board of Supervisors; Bob Nelson; Santa Barbara County Vintners Association*
- c. CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION:
Significant exposure to litigation pursuant to Government Code section 54956.9(d)(2) : 2 cases
- d. Reconvene to open session to report action (if any) in closed session

4. Reports From CEO, GM & Events Director

a. CEO Report

- i. September 1, 2026 Board of Supervisors meeting reviewing Year One of the Wine Improvement District; presentation and Annual Report attached.
 - i. Link to Board of Supervisors meeting:
<https://www.youtube.com/live/1Dq98qAhjRk?t=41s>
Start time: 5:49:32 – 48 minutes long
- ii. October 27, 2026 will be our next board meeting; moved due to Vintners Festival.

b. Events Director Report

- i. Vintners Festival
- ii. Holiday Hope
- iii. Additional SBV Foundation Events & Update (Karen Steinwachs)

5. Public Comment. Time reserved for the public to address the Board of Directors relative to matters of the entity's business not on the agenda. Comment time regarding specific agenda items will be available during consideration of the

particular agenda items. (3 minutes per person, President has discretion to adjust as necessary).

6. **Consent calendar.** The following items can be approved by a single action of the Board. Items requiring additional discussion may be withdrawn from the listing and addressed in separate actions. If you wish to speak on a consent calendar item, please do so during the public comment period provided at the beginning of this item.

- a. Approval of the minutes for the July 2026 meeting

7. Discussion / Action Items. The Board will discuss and may take action on the following items

a. Finances (Alison Laslett)

- i. Standard Financial Reports - Balance Sheet, Statement of Activity
 - ii. Update regarding the County of Santa Barbara's independent financial audit.

- b. **Bylaw Amendments.** Discussion of proposed amendments to the Santa Barbara Vintners Bylaws to update membership qualifications, financial obligations, and governance and election procedures.

- c. **Resolution 26-03: Formation of Governance Committee.** Consideration and possible adoption of a Resolution establishing a Governance Committee to oversee matters relating to Board governance, including the review and recommendation of amendments to the Bylaws and other governing documents, administration and oversight of Board and officer elections, Board recruitment and nominations, Board composition and succession planning, and related governance policies and procedures.

- d. **Consideration of Board Vacancy and Treasurer Position.** Pursuant to Section 5.04(d) of the Bylaws, consideration of candidates to fill the Board vacancy that will occur upon the resignation of Director Dan Glaeser; possible appointment of a candidate to serve on the Board; and possible election of the appointee to serve as Treasurer. Board candidates under consideration include Cheyne Sorenson and David deLaski. Dan Glaeser's resignation will become effective upon the Board's appointment of a successor.

8. Adjournment

Regular Board Meetings are held the 3rd Tuesday of the month at 10am at Crown Point Winery at 1733 Fletcher Way, Santa Ynez, CA 93460.

The agenda will be posted on the SBV public and industry websites 72 hours in advance of the meetings, and publicly at the meeting location.

Persons with disabilities who require any disability-related modification or accommodation in order to participate in the meeting are asked to contact the General Manager at least two (2) days prior to the meeting by telephone at (805) 688-0881 or by email at phil@sbcountywines.com.



**Santa Barbara Vintners
Board of Directors
Meeting Minutes**

Time: July 21, 2026, 10:00 AM Pacific Time (US and Canada)
Location: Crown Point Winery, 1733 Fletcher Way, Santa Ynez, CA 93460

1. Call to Order: 10:15am

2. Roll Call

In Person: AJ Fairbanks, Denise Shurtleff, Kevin Gleason, Keith Saarloos, John Haan, Mike Testa, Alex Gerberick, Karen Steinwachs

Absent: Andrew Murray, Dan Glaeser, Brook Christian

3. Closed Session Pursuant to Government Code Section 54957: 10:19am

- a. Public comment on closed session agenda items: **No Public Comments**
- b. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION (Gov. Code Section 54956.9(d)(1):
Name of case: *Flying Goat Cellars Inc. v. Santa Barbara County Board of Supervisors; Bob Nelson; Santa Barbara County Vintners Association*
- c. Reconvene to open session to report action (if any) in closed session:

11:16am

4. Reports From CEO, GM & Events Director

a. CEO Report

- i. D&O Insurance
 - i. Request submitted to our insurance company
 - ii. Legal firm to address BID lawsuit

- ii. Marketing Firm – Pluck + Grit
 - i. RFP received for marketing campaign
 - ii. “How To Do Wine Country”
 - iii. Public comment: 2 comments

b. Events Director Report

- i. Holiday Hope
 - i. Amazon Wishlist shared for donations
- ii. Vintners Festival
 - i. Ticket sales are strong and better than last year
 - ii. Digital ads campaign to commence soon

5. Public Comment: No public Content

6. Consent calendar

- a. Approval of the minutes for the June 2026 meeting
- b. Approval of the minutes for the June 16, 2026, Special Meeting

CALL TO ACTION: Motion to approve items on consent calendar made by Denise Shurtleff.

Second: Kevin Gleason

Unanimous approval

7. Discussion / Action Items. The Board will discuss and may take action on the following items

a. Finances (Dan Glaeser)

- i. Standard Financial Reports - Balance Sheet, Statement of Activity
- ii. Public comment: 1

CALL TO ACTION: Motion to receive, file and approve financial report by Kevin Gleason.

Second: Denise Shurtleff

Unanimous approval

b. Independent Audit

- i. Update regarding the County of Santa Barbara's independent financial audit and consideration of expenditures exceeding budget.
- ii. Audit firm is conducting annual audit.
- iii. Budgeted \$16,000-\$20,000
- iv. Cost of audit will most likely exceed this budget window.

CALL TO ACTION: Motion to authorize \$25,000 for audit by Kevin Gleason.

Second: Keith Saarloos

Unanimous approval

c. Updated Bylaws

- i. Consideration and adoption of amendments to the Santa Barbara Vintners Bylaws to update membership qualifications, financial obligations, and governance procedures.

CALL TO ACTION: Motion to approve Bylaws by Kevin Gleason

Second: Mike Testa

6 votes for YES, 1 vote ABSTAIN. Action does not pass since 7 votes required.

- ii. Bylaws discussion will be carried to next meeting (September 2026)

8. Adjournment: 12:02pm

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DRAFT

Board of Supervisors Meeting Summary, Sept 1, 2026

Annual Report, Wine Improvement District

Year One – 2025-2026

The Santa Barbara County Board of Supervisors received the Wine Improvement District's first annual report positively and unanimously approved it, together with several directions intended to strengthen the County's partnership with Santa Barbara Vintners.

Alison Laslett presented a strong first-year record. The district generated more than 200 media placements—including coverage in Forbes, Bloomberg, the Financial Times, Travel + Leisure, and Food & Wine—and increased website traffic by 600% during its advertising campaign. Its digital advertising regularly performed more efficiently than industry averages, while its email campaigns exceeded industry open-rate benchmarks and maintained a very low unsubscribe rate.

The Board recognized the Wine Improvement District as uniquely capable of presenting Santa Barbara County's many AVAs and communities as one internationally competitive wine destination. Supervisors viewed this countywide approach as filling an important gap between the region's individual tourism organizations, AVAs, and wineries.

The discussion was constructive and forward-looking. Board members expressed confidence in the district's work and asked for closer collaboration, stronger economic-impact reporting, remote access to meetings, and continued emphasis on Santa Barbara County as the overarching destination brand. The Board's requests were explicitly characterized as building on a successful foundation—not correcting a failure.

Public comment included concerns from one member of the public and one district winery involved in litigation challenging the Wine Improvement District. The member of the public questioned the County's legal and financial exposure arising from the litigation and urged the Board to reject the annual report. The district winery raised concerns about unpaid assessments, remote access to meetings, point-of-sale integration, access to certain programs, international activities, and the new advertising campaign.

In response, Alison confirmed that some wineries were not paying assessments but clarified that collections are managed by the County, not Santa Barbara Vintners. She explained that the organization is not legally required to provide Zoom access under the provision cited; at the request of the Supervisors, she agreed to offer remote access going forward. Alison also stated that a consultant had been made available to help all wineries incorporate the assessment into their point-of-sale systems. She clarified that Mission

Santa Barbara and the Asia programs were funded separately and did not use Wine Improvement District funds, and acknowledged that may not be an obvious separation of funding. She also acknowledged that a board member had commented on the new advertising campaign. She did not respond to the merits of the litigation or the claims regarding the County's potential legal costs and exposure.

Following public comment, Alison also clarified that Wine Improvement District funds are accounted for separately from non-district programs such as international trade activities and Mission Santa Barbara, and that the organization is undergoing a full financial audit at the County's request.

The annual report and accompanying Board direction passed unanimously.

Statements from the Board

Chair Bob Nelson

- Chair Nelson opened by telling Alison the presentation was “excellently done.”
- He observed that Santa Barbara Vintners appeared to be “effective and efficient” with its advertising dollars and said this was “greatly appreciated.”
- He agreed that the district’s work was helping protect the wine industry during a difficult economic period.
- He thanked the organization for its work and recognized the broader benefits to jobs, businesses, tax revenue, and the countywide economy.
- He incorporated the Board’s directions into the successful motion approving the annual report.

Supervisor Joan Hartmann

- Supervisor Hartmann said the Wine Improvement District fills precisely the gap created by Santa Barbara County’s fragmented collection of AVAs and tourism organizations.
- She described it as the only marketing organization operating at a truly countywide scale and telling one consistent Santa Barbara County story.
- She called the district “the tide that lifts all boats.”
- She said its regional role was “really, really important.”
- She said Santa Barbara Vintners had done an “extraordinary job” during the first year.
- She emphasized that the district had placed Santa Barbara Wine Country before national and international audiences at a scale never achieved previously.
- She credited the organization with placing the county and its wineries within a destination-level story instead of presenting them as isolated businesses.
- She said individual wineries and AVAs could not have generated that earned-media reach on their own.
- She explained that her questions were intended to build on the organization’s strong foundation and were “not really trying to correct a failure.”
- She described the district’s role as “invaluable to the county as a whole.”

Supervisor Laura Capps

- Supervisor Capps indicated that many of her questions had already been satisfactorily answered.
- She asked how Alison keeps up with best practices in other wine regions and applies lessons learned to future opportunities.

- Alison explained that she leads a monthly group of California wine-region executives, demonstrating Santa Barbara Vintners' leadership and providing ongoing access to statewide expertise and shared lessons.

Full Board

- The Board accepted the annual report.
- The Board endorsed the directions proposed by Supervisor Hartmann and Chair Nelson.
- The final motion passed unanimously.

Deliverables arising from the meeting

Firm Board-approved directions

1. **Add remote access to Santa Barbara Vintners/Wine Improvement District meetings**

- Requested by: Supervisor Hartmann
- Deliverable: Make Zoom or comparable remote participation available for district meetings, even if it is not legally required.
- Timing: No exact implementation date was stated; the clear expectation is for future meetings.

2. **Develop a formal County–district marketing review and coordination process**

- Requested by: Supervisor Hartmann; restated by Chair Nelson and adopted by the full Board
- Deliverable: Prepare a proposal establishing a structured mechanism through which the County can review forthcoming advertising or marketing materials, offer suggestions, and interact with the district before campaigns are finalized.
- Likely participants: Santa Barbara Vintners/WID, the County Executive Office, and an identified County representative or review contact.
- Scope: Chair Nelson described it as covering “PR, marketing, whatever you decide” is the appropriate scope. Alison noted that advertising is more directly controllable than earned-media coverage.
- Deadline: Return within three months with a proposal.

3. **Provide stronger economic-impact reporting**

- Requested by: Chair Nelson; adopted by the full Board
- Deliverable: Provide future reporting that goes beyond clicks, impressions, and media reach and evaluates the district’s economic effect.
- Requested measures include:
 - Winery sales and visitation
 - Wine-related sales-tax revenue
 - Economic and tax-revenue effects in the unincorporated county
 - Effects within incorporated cities
 - Hotel stays and transient occupancy tax, referred to as “TOT”
 - Broader benefits such as jobs and economic activity
- Timing: “Moving forward”; no fixed deadline was stated.

4. **Compare Santa Barbara County’s performance with comparable wine regions**

- Requested by: Chair Nelson; adopted by the full Board
- Deliverable: Develop apples-to-apples comparisons between Santa Barbara County and other wine regions, especially regions with robust marketing organizations, associations, or wine improvement districts.
- Possible indicators: Winery sales, visitation, hotel stays, TOT, and whether regional wine-sector performance is increasing, holding steady, or declining.

- Existing work: Alison said Santa Barbara Vintners had already asked Commerce7 whether such regional comparisons could be produced.
- Timing: Future reporting; no fixed deadline was stated.

5. Lead advertising with the Santa Barbara/Santa Barbara County destination brand

- Requested by: Supervisor Hartmann
- Deliverable: Ensure upcoming advertising leads with “Santa Barbara” or “Santa Barbara County,” rather than featuring an individual winery or sub-AVA without a broader regional frame.
- Nuance: Alison distinguished controllable advertising from earned media. PR pitches may use individual AVAs as story hooks, but advertising can consistently foreground the countywide destination.

6. Track countywide branding as a marketing metric

- Requested by: Supervisor Hartmann
- Deliverable: Track whether campaigns establish Santa Barbara/Santa Barbara County as the destination and measure how those county-branded advertisements perform.
- Related measurement: Alison discussed advertising performance tracking and possible geofencing to connect ad exposure with subsequent winery visits.

Suggestions and follow-up opportunities—not firm Board mandates

7. Explore convening the County’s tourism organizations around a unified strategy

- Raised by: Supervisor Hartmann
- Potential action: Consider bringing together Visit Santa Barbara, Visit the Santa Ynez Valley, the Santa Maria Valley tourism organization, Lompoc’s tourism organization, and the Wine Improvement District to develop or reinforce a shared regional message.
- Alison’s response: She said this was something the organization could pursue, while acknowledging that it had not yet convened all of the tourism groups around one unified message.

8. Continue incorporating agritourism and experiential offerings into marketing

- Raised by: Supervisor Hartmann
- Potential action: Feature winery dining, farm stays, overnight accommodations, and other opportunities made possible through the Agricultural Enterprise Ordinance as those offerings develop.
- Existing work: Alison noted that an article about overnight stays at Santa Barbara County wineries was already in development and that she had been helping wineries understand the ordinance.

9. Continue monitoring best practices and lessons from other wine regions

- Raised by: Supervisor Capps

- Potential action: Maintain comparisons with other regions and apply useful marketing, governance, and performance lessons.
- Existing work: Alison already leads a monthly group of California wine-region executive directors and CEOs.

County staff follow-up—not an Alison/Santa Barbara Vintners deliverable

10. Improve collection of unpaid assessments

- Requested by: Supervisor Hartmann
- Owner: County Executive Office and HDL, not Santa Barbara Vintners
- Deliverable: Follow up with HDL regarding nonpaying wineries, improve collection efforts, and consider using a collection agency if appropriate.



Santa Barbara County Wine Improvement District FY 2026-2027 Annual Report

Submitted to the County of Santa Barbara pursuant to the Streets and Highways Code section 36650, for the period from April 1, 2026, through March 31, 2027.

April 1, 2026 - March 31, 2027

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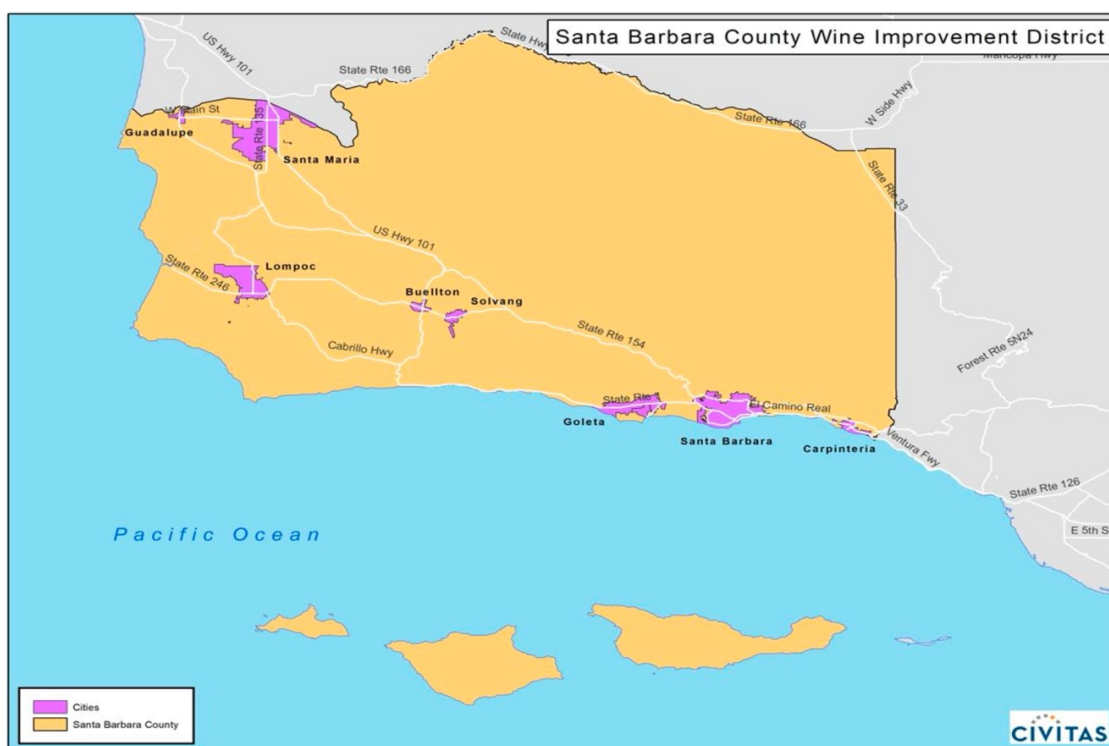
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Boundaries

There are no proposed changes to the Santa Barbara County Wine Improvement District (SBCWID) boundaries. New wine tasting facilities have opened, other wine tasting facilities have closed, and some wine tasting facilities have changed their names since the SBCWID was established. A complete listing of current wine tasting facilities assessed within the SBCWID can be found in the Appendix.

The SBCWID shall continue to include all wine tasting facilities, existing and in the future, located within the boundaries of the County of Santa Barbara (County), which includes the unincorporated areas of the County, and the cities of Carpinteria, Santa Barbara, Goleta, Solvang, Buellton, Santa Maria, Lompoc, and Guadalupe, as shown in the map below.



Wine tasting facility means: A business, primarily used for the retail marketing and sales of wine and related goods, open to all settings at which wine and related goods can be sold, including but not limited to: publicly available settings, by appointment only reservations, private and exclusive tastings, or other public or private events where wine and related goods may be sold. Wine tasting facility includes, but is not limited to, vineyard locations with onsite tastings, hospitality and retail rooms on site at producing wineries, and stand-alone tasting rooms in commercial areas. All wine tasting facilities must possess an 02 Department of Alcohol Beverage Control license.

Accomplishments & Looking Ahead

Highlights of FY 2025-2026

One of the most significant investments this year was the retention of The Zimmerman Agency, a nationally recognized public relations firm specializing in travel, tourism, hospitality, and destination marketing. Zimmerman has dramatically expanded Santa Barbara Vintners' (SBV) ability to tell the region's story through strategic media outreach, trade engagement, and brand storytelling. The agency has spent considerable time immersing itself in Santa Barbara Wine Country—visiting wineries, meeting with vintners and stakeholders, and experiencing the region firsthand—to authentically represent the destination to national media. Since beginning work in October 2025, Zimmerman has generated 410 million media impressions and an estimated \$1.49 million in earned media value, securing coverage in publications including *Wine Enthusiast*, *VinePair*, *Food & Beverage Magazine*, the *Santa Barbara Independent*, *MAXIM*, *Authority Magazine*, and many others.

Building on these public relations efforts, Santa Barbara Vintners expanded its hosted media program by launching its first group familiarization (FAM) tour, bringing influential journalists and content creators to Santa Barbara Wine Country for immersive, firsthand experiences. The June 2026 tour hosted writers and editors from *Forbes*, *Sophisticated Living*, *Ocean Home*, *Matador Network*, and leading freelance contributors whose work regularly appears in *Food & Wine*, *Wine Enthusiast*, *VinePair*, *National Geographic*, *Smithsonian*, *Fodor's Travel*, *Decanter*, *SevenFifty Daily*, *Imbibe*, *Michelin Guide*, *Resy*, and *AFAR*. By introducing these nationally recognized storytellers to the region's wineries, vineyards, and hospitality experiences, SBV is building a pipeline of high-value editorial coverage that will continue raising the profile of Santa Barbara Wine Country for years to come.

SBV also launched the "Let's Go!" digital marketing campaign, designed to encourage consumers in Southern California to make Santa Barbara Wine Country an easy day trip or weekend getaway. The campaign reached more than 16 million consumers, generated 138,000 website clicks, and increased website traffic by 600%, bringing approximately 66,000 new visitors to the website in just two months. By targeting wine, food, and travel audiences in Los Angeles, Orange County, and San Diego, the campaign successfully reinforced the message that Santa Barbara Wine Country is an accessible and inspiring destination close to home.

FY 2026-2027 Priorities

Building on the success of the "Let's Go!" campaign, the SBCWID will implement in consultation with Santa Barbara County a new, long-term destination marketing strategy designed to drive measurable increases in visitation and direct-to-consumer sales at

assessed wine tasting facilities. This initiative will use a more sophisticated, data-driven marketing approach to target new demographics, with ongoing testing and optimization to maximize the effectiveness of assessment dollars. The campaign will expand beyond traditional awareness advertising by integrating paid digital media, compelling creative, a dedicated visitor planning experience, and ongoing performance optimization to motivate consumers to visit Santa Barbara County Wine Country, discover its wineries, purchase wine directly from tasting rooms, and return for future visits. Campaign performance will be continuously measured and refined using data-driven insights, in ongoing consultation with the County, to drive revenue to assessed businesses and the local governments that serve them.

The SBCWID will also continue to strengthen partnerships with regional tourism organizations, the California Wine Institute, and other industry partners to align promotional efforts and expand the reach of Santa Barbara Wine Country. The District will continue to work with wine trade professionals—including sommeliers, distributors, retailers, and wine buyers—recognizing their reach and their role in introducing consumers to Santa Barbara County wines, influencing purchasing and travel decisions, and recommending the region’s wineries and tasting rooms. These efforts will strengthen the region’s reputation as a premier wine destination and drive long-term growth in visitation and direct-to-consumer sales at assessed wine tasting facilities.

Improvements and Activities

The improvements and activities to be provided for FY 2026-2027 are consistent with the Management District Plan (Plan). Drawing on experience gained during its first year of operation, the District will incorporate practical refinements into the implementation of its Promotions & Engagement program, as described below, while maintaining its focus on increasing visitation, recognition, and retail sales at assessed wine tasting facilities.

Promotions & Engagement

The promotions & engagement program will continue to promote Santa Barbara County as a premium winegrowing region and a premier global wine destination and leader in the global wine community. As discussed with the County, the promotions & engagement program will continue to have a central theme of promoting Santa Barbara County as a desirable place to visit and a desirable area to purchase wines. The program will continue to have the goal of increasing visitation, retail sales at and recognition for assessed wine tasting facilities, and may include the following activities:

- Brand development initiatives to increase awareness and demand for assessed wine tasting facilities;
- Create innovative ways to deliver Santa Barbara County content to potential visitors to increase awareness and demand for assessed wine tasting facilities;
- Customer segmentation, market analysis, and other research to increase awareness and demand for wine tasting facilities;
- Digital marketing initiatives and campaigns to increase awareness and demand for wine tasting facilities;
- Maintain and optimize SBCountyWines.com, and Santa Barbara Vintners social media channels to showcase the breadth of reasons to visit the destination to increase awareness and demand for assessed wine tasting facilities;
- Festivals and events to increase demand for Santa Barbara County wine from assessed wine tasting facilities;
- Support education regarding cultivation practices, water management, vineyard management, and other viticulture practices for assessed wineries to promote the assessed businesses and to serve the County's water conservation and other environmental goals;
- Support education amongst assessed wineries to cultivate wine expertise and community among assessed wineries;
- Educational workshops for assessed wine tasting facilities to increase visitation and sales at assessed wine tasting facilities; and
- Developing and implementing crisis communication plans during disaster events within the SBCWID to aid and support the emergency services of the County and the cities within it.

The Owners' Association will maintain and enhance relationships with County and City governments to educate local leaders on issues that impact assessed wine tasting facilities, while refraining from activities that seek to influence legislation. The Owners' Association will also work to ensure that marketing messages align with local government objectives. Education and engagement will include collaboration with the County Planning Commission, Board of Supervisors, Farm Bureau, and Department of Agriculture, as well as City Councils.

Administration and Operations

The administration and operations portion of the budget will continue to be used for administrative staffing costs, office costs and other general administrative costs such as insurance, legal and accounting fees.

A portion of the budget may be used to cover the cost of a third-party to audit the SBCWID assessment funds as well as businesses paying the SCBWID assessment. The results of the

audit shall be made available to the County, SBCVA, and businesses paying the SBCWID assessment.

Collection Fee

A third-party collection agency shall be paid a fee up to two percent (2%) of the amount of assessment collected to cover its costs of collection and administration. Fees for audit services may be paid from delinquent or underreported assessment amounts recovered through those services.

Contingency/Reserve

The budget includes a contingency line item to account for lower than anticipated assessments or higher than expected program costs. If contingency funds are collected, they may be held in a reserve fund or used for other programs, administration, or renewal costs at the discretion of the Owner's Association in consultation with the County. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the Owner's Association after consultation with the County. The reserve fund may be used for the costs of renewing the SBCWID.

The costs of creating and renewing the SBCWID may be repaid to SBCVA reserves by deducting repayment funds proportionally from appropriate budget categories.

Cost

FY 2026-2027 Projections

The cost of providing improvements and activities for FY 2026-2027 is consistent with the Plan. The anticipated total assessment collections attributable to FY 2026-2027 are approximately \$1,100,000. Because assessment revenues are distributed on a trailing basis, only three quarterly payments, totaling approximately \$825,000, are expected to be received during the fiscal year. The fourth and final quarterly payment is expected to be received approximately two months after the close of the fiscal year. The District will therefore use \$368,026 in carryover from FY 2025-2026 to support operations between quarterly assessment distributions, resulting in a total FY 2026-2027 budget of approximately \$1,193,026. The categorical breakdown is below:

Category	% of Budget	FY 26-27 Estimated Collections (3 quarters)	FY 25-26 Carryover	Total FY 2026-2027 Budget
Promotions & Engagement	73%	\$602,250	\$301,738	\$903,988
Administration	20%	\$165,000	\$52,534	\$217,534
Contingency / Reserves	5%	\$41,250	\$9,792	\$51,042
Collection Fee	2%	\$16,500	\$3,962	\$20,462
Total	100%	\$825,000	\$368,026	\$1,193,026

FY 2025-2026 Actuals

The projected estimated FY 25-26 collections were \$1,500,000. Actual collections were less than expected, totaling \$1,113,189, with the final quarterly payment received after the end of the fiscal year. All budget category allocations are within the authorized 20 percent adjustment of the total budget from the prior year. Budgeted and actual expenses are shown below:

Category	Initial Estimated Budget		FY 2025-2026 Actual			
	%	\$	\$ Collected	%	\$ Spent	\$ Carryover
Promotions & Engagement	73%	\$1,095,000	\$812,628	73%	\$510,890	\$301,738
Administration	20%	\$300,000	\$222,638	20%	\$170,104	\$52,534
Contingency / Reserves	5%	\$75,000	\$55,659	5%	\$45,867	\$9,792
Collection Fee	2%	\$30,000	\$22,264	2%	\$18,302	\$3,962
Total	100%	\$1,500,000	\$1,113,189	100%	\$745,163	\$368,026 *

* The District's fiscal year included expenditures incurred throughout all four quarters of operations; however, assessment revenue is collected and distributed on a trailing basis. As a result, the assessment attributable to the fourth quarter of the fiscal year was received approximately two months after the fiscal year ended. Consequently, the District's annual operations were funded using assessment revenue received during the first three quarterly distributions, while the final quarterly assessment distribution was received after the close of the fiscal year. In addition, as is common during a District's first year of operation, program spending began gradually as planned programs were developed and launched. Those funds were therefore carried forward and are available to support District activities in the subsequent fiscal year. This carryover reflects the normal timing of assessment collections.

Assessment

There is no change in the method and basis of levying the assessment.

Assessment Rate

The annual assessment rate shall continue to be one percent (1%) of gross sales revenue of assessed wine tasting facilities. Based on the benefit received, assessments will not be collected on purchases made outside of the state of California or purchases made pursuant to contracts executed prior to April 1, 2025. Revenue generated from the SBCWID is intended only to provide programs and services for assessed businesses, all of which are located in California. Sales made outside of the state of California are not subject to assessment due to a lack of benefit from a collective advertising effort aimed at drawing visitors to Santa Barbara County's wine country. Assessment dollars will not be spent on any programs or activities to benefit individual wine tasting facilities outside of the state of California. Assessment dollars may be spent outside of California to elevate the reputation of Santa Barbara County as a premier winery destination with the desired outcome of increased in-person visitation to businesses paying the assessment, increased sales at assessed businesses, and enhanced tax and other revenues to the local governments which serve them.

The assessment was calculated based on the total cost of the activities to be provided for the benefit of the businesses within the SBCWID with costs allocated based on the proportional benefit conferred to each business. Activities funded by the SBCWID are specifically targeted to increase wine tasting facility sales revenue at assessed businesses. All wine tasting facility sales do not represent the same benefit to the payors. For example, a higher priced wine tasting facility is of greater benefit than a lower priced wine tasting facility because the assessee derives greater revenue. To account for this benefit differential and to make sure the benefits are proportional, an assessment formula based on a percentage of revenue has been selected. The proposed formula accurately reflects greater benefit to assessed businesses with higher priced wine tasting facility sales.

The term "gross sales revenue" as used herein means: all direct-to-consumer (DTC) sales of wine, wine club shipments (whether shipped or picked up), ticket sales, tasting fees, tours and private and public special events, merchandise, prepared foods for on-premise or off-premise consumption (whether sold in a tasting room or a stand-alone restaurant on-premise), orders placed via telemarketing, telephone, online, email, whether carried out at the time of purchase, shipped or picked up at a later date (pre-sales). Gross sales revenue shall not include any federal, state or local taxes collected, including but not limited to sales and use taxes.

The assessment is levied upon and a direct obligation of the assessed wine tasting facility. However, the assessed wine tasting facility may, at its discretion, pass the assessment on to customers. The amount of assessment, if passed on to each customer, shall be disclosed in advance and separately stated from the amount charged and any other applicable taxes, and each customer shall receive a receipt for payment from the business. If the SBCWID assessment is identified separately it shall be disclosed as the "Wine Preserve Assessment." The assessment is imposed solely upon and is the sole obligation of the assessed wine tasting facility even if it is passed on to customers. The California Department of Tax and Fee Administration (CDTFA) issued a written opinion that state sales tax applies to the revenue generated from business improvement district assessments on items subject to state sales tax. In light of CDTFA's opinion, businesses that pay both state sales tax and SBCWID assessments on sales are advised to collect sales tax on assessment revenue.

Bonds shall not be issued.

Overdue Charges and Interest

The SBCWID shall continue to reimburse the third-party collection agency for any costs associated with collecting unpaid assessments.

1. Original Delinquency

Any wine tasting facility that fails to remit any assessment imposed by this section within the time required shall pay an overdue charge of ten percent (10%) of the amount of the assessment in addition to the assessment.

2. Continued Delinquency

Any wine tasting facility that fails to remit any delinquent remittance on or before a period of thirty (30) days following the date on which the remittance first became delinquent shall pay a second delinquency overdue charge of ten percent (10%) of the assessment in addition to the assessment and the ten percent (10%) overdue charge first imposed.

3. Fraud

If the third-party collection agency determines that the nonpayment of any remittance due under this article is due to fraud, an overdue charge of twenty-five percent (25%) of the amount of the assessment shall be added thereto in addition to the overdue charges stated in paragraph one (1) and two (2) above of this section.

4. Interest

In addition to the overdue charges imposed, any wine tasting facility which fails to remit any assessment imposed by this section shall pay interest at the rate of one-quarter of one

percent (0.25%) per month or fraction thereof on the amount of the assessment, exclusive of overdue charges, from the date on which the remittance first became delinquent until paid.

Surplus / Deficit

Surplus

There are carryover funds from FY 2025-2026 to FY 2026-2027. The cumulative surplus reserve is approximately \$368,026.

Other Funding

There are expected to be contributions from sources other than assessment funds. The estimated amount of other non-assessment funding for FY 2026-2027 includes:

- Vintners Festival Revenue: \$162,000

Appendix - Assessed Businesses

DBA	Address Line 1	Address Line 2
27 VINES LLC	2045 N REFUGIO RD	SANTA YNEZ, CA 93460-9320
A TRIBUTE TO GRACE WINE COMPANY	490 BELL ST # 5	LOS ALAMOS, CA 93440-5002
AETHER WINE COMPANY	9050 SAN ANTONIO RD E	ORCUTT, CA 93455
ALAMATI WINES / DIG WINE CO.	90 EASY ST	BUELLTON, CA 93427-9566
ALLAN HANCOCK COLLEGE VITICULTURE & ENOLOGY	800 S COLLEGE DR; RM 211 BLDG O	SANTA MARIA, CA 93454-6399
ALMA ROSA WINERY VINEYARDS	7250 SANTA ROSA RD	BUELLTON, CA 93427-9421
AMADA CELLARS	490 BELL ST STE 104	LOS ALAMOS, CA 93440-5002
AMBER ROSE	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
AMEVIVE	2075 VINEYARD VIEW LN	LOMPOC, CA 93436-2628
AMPELOS CELLARS	1273 W LAUREL AVE	LOMPOC, CA 93436-5157
ANDREW MURRAY VINEYARDS	5095 ZACA STATION RD	LOS OLIVOS, CA 93441-4566
ANDREW MURRAY VINEYARDS	2901 GRAND AVE	LOS OLIVOS, CA 93441-4403
AREA 5.1 ORGULLO WINES	137 ANACAPA ST STE B	SANTA BARBARA, CA 93101
ARROWSMITH WINE INC	37 INDUSTRIAL WAY STE 104	BUELLTON, CA 93427-9584
ARTISTE WINERY	1095 A EDISON ST	SANTA YNEZ, CA 94360
ASHKAHN WINES	100 LOS PADRES WAY STE 7	BUELLTON, CA 93427-9580
AU BON CLIMAT LIE	4665 SANTA MARIA MESA RD	SANTA MARIA, CA 93454-9638
AXEL WINES	3676 TIVOLA ST UNIT 2	SANTA YNEZ, CA 93460-9772
BABCOCK WINERY & VINEYARDS	5175 E HIGHWAY 246	LOMPOC, CA 93436-9613
BALTAZAR FAMILY WINES	1251 W LAUREL AVE S 9-13	LOMPOC, CA 93436-5157
BARBIERI WINE COMPANY	2369 ALAMO PINTADO AVE	LOS OLIVOS, CA 93441
BECKMEN VINEYARDS	2670 ONTIVEROS RD	LOS OLIVOS, CA 93441
BEDFORD THOMPSON WINERY & VIN	448 BELL ST	LOS ALAMOS, CA 93440-5001
BERNAT VINEYARDS AND WINERY	2650 SANTA YNEZ ST	SANTA YNEZ, CA 93460-9534
BIEN NACIDO AND SOLOMON HILLS E	3503 RANCHO TEPUSQUET RD	SANTA MARIA, CA 93454
BLACK SHEEP FINDS	1500 CHESTNUT CT # F-G	LOMPOC, CA 93436-4952
BLACKJACK RANCH	2205 ALAMO PINTADO RD	SOLVANG, CA 93463-9747
BLAIR FOX CELLARS	2477 ALAMO PINTADO RD	LOS OLIVOS, CA 93441-4500
BONACCORSI WINE COMPANY	4665 SANTA MARIA MESA RD A	SANTA MARIA, CA 93454-9638
BOUCHER WINES	6485 CALLE REAL STE E & F	GOLETA, CA 93117-1539
BRANDER VINEYARD	2401 N REFUGIO RD	SANTA YNEZ, CA 93460-9321
BRAVE & MAIDEN ESTATE	649 N REFUGIO RD	SANTA YNEZ, CA 93460-9395
BREWER CLIFTON	329 N F ST	LOMPOC, CA 93436-6015
BREWER-CLIFTON	2367 ALAMO PINTADO AVE	LOS OLIVOS, CA 93441
BRICK BARN WINERY	795 W HIGHWAY 246	BUELLTON, CA 93427-9493
BROUILLARD VINEYARDS & WINERY, WILLIAM HINES	1501 E CHESTNUT AVE	LOMPOC, CA 93436-4901
BUSCADOR WINERY LLC	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
BUTTONWOOD WINERY AND VINEYARD	1500 ALAMO PINTADO RD	SOLVANG, CA 93463-9756

C2 CELLARS	9050 SAN ANTONIO RD	ORCUTT, CA 93455
CA DEL GREVINO	2933 GRAND AVE STE A	LOS OLIVOS, CA 93441-4403
CALI LOVE WINE	1651 COPENHAGEN DR	SOLVANG, CA 93463-3742
CALIPASO WINERY LLC	482 1ST ST	SOLVANG, CA 93463-3726
CALIVENCE	2575 PARK ST	LOS OLIVOS, CA 93441-4591
CAMBRIA WINERY / NIELSON	5475 CHARDONNAY LN	SANTA MARIA, CA 93454-9600
CAMINS 2 DREAMS	1520 E CHESTNUT CT UNIT C-D	LOMPOC, CA 93436-4949
CARHARTT FAMILY WINES	2939 GRAND AVE	LOS OLIVOS, CA 93441-4403
CARLSON WINES	2330 WESTGATE RD 10 & 20	SANTA MARIA, CA 93455-1018
CARR WINERY	414 N SALSIPUEDES	SANTA BARBARA, CA 93103
CARR WINERY INC	3563 NUMANCIA ST	SANTA YNEZ, CA 93460-9567
CARUCCI WINES	2923 GRAND AVE STE A	LOS OLIVOS, CA 93441-4403
CASA CASSARA WINERY & VINEYARD	1607 MISSION DR 111 & 112	SOLVANG, CA 93463-3651
CASITA DE BRAVO	2401 N REFUGIO RD	SANTA YNEZ, CA 93460-9321
CEBADA VINEYARD	4003 FORBIDDEN FRUIT LN	LOMPOC, CA 93436-9406
CHALLEN WINERY	2330 WESTGATE RD STE 6	SANTA MARIA, CA 93455-1017
CHANIN WINE COMPANY	300 N 12TH ST 1C & 2C	LOMPOC, CA 93436-9426
CHRIS CARUSO WINES	2705&2717 AVIATION WAY	SANTA MARIA, CA 93455-1505
CINQUE STELLE WINERY	9050 SAN ANTONIO RD	ORCUTT, CA 93455
CIVILIZATION WINE COMPANY	321 N D ST	LOMPOC, CA 93436-6118
CLEMETINE CARTER WINE	388 BELL ST	LOS ALAMOS, CA 93440-5001
COASTAL CRU WINES INC	65 LOS PADRES WAY UNIT 8	BUELLTON, CA 93427-9577
COLLUVIAL WINES	2330 E WESTGATE RD 9	SANTA MARIA, CA 93455-1017
CONWAY FAMILY WINES	35&70 INDUSTRIAL WAY	BUELLTON, CA 93427-9565
CONWAY FAMILY WINES	217 STEARNS WHARF G	SANTA BARBARA, CA 93101
COOPER RIVER WINE COMPANY	308 N 9 TH ST, UNIT A & B	LOMPOC, CA 93463
COQUELICOT ESTATE WINERY	330 ALISAL MESA RD	SOLVANG, CA 93463-2798
CORDON	1623 MISSION DR I & J	SOLVANG, CA 93463-2636
COSTA DE ORO WINERY	1331 NICHOLSON AVE	SANTA MARIA, CA 93454-8000
COTE OF PAINT	55 LOS PADRES WAY # 1	BUELLTON, CA 93427-9581
COTIERE WINERY	2330 WESTGATE RD STE 9	SANTA MARIA, CA 93455-1017
COTTONWOOD CANYON	3940 DOMINION RD	SANTA MARIA, CA 93454-9678
CRAWFORD FAMILY WINES	1661 MISSION DR	SOLVANG, CA 93463-2632
CROSSHATCH WINERY	111 E HALEY ST	SANTA BARBARA, CA 93101
CROWN POINT VINEYARDS	1733 FLETCHER WAY	SANTA YNEZ, CA 93460-9484
CRUSH IT WINE EDUCATION	958 CHELTENHAM RD	SANTA BARBARA, CA 9310
D ALFONSO CURRAN WINE GROUP	4457 SANTA ROSA RD STE 5	LOMPOC, CA 93436-9516
DARK WATER WINERY	1591&1595 E CHESTNUT AVE B	LOMPOC, CA 93436
DASCOMB CELLARS	1623 MISSION DR E & F	SOLVANG, CA 93463
DEMETRIA VINEYARDS & WINERY	6701 FOXEN CANYON RD	SANTA MARIA, CA 93454
DISKO WINES	5230 TEPUSQUET RD	SANTA MARIA, CA 93454-9548

DOMAINE DAFOE	2901 GRAND AVE UNIT E	LOS OLIVOS, CA 93441-4403
DOMAINE DE LA COTE	1503 E CHESTNUT AVE	LOMPOC, CA 93436-4901
DOMAINE DE LA COTE	1712 INDUSTRIAL WAY	LOMPOC, CA 93436-4970
DONNACHADH	2938 SAN MARCOS AVE STE 101	LOS OLIVOS, CA 93441-4563
DOVECOTE	9229 ALISOS CANYON RD	LOS ALAMOS, CA 93440-5004
DRAGONETTE CELLARS	2445 ALAMO PINTADO RD	LOS OLIVOS, CA 93441-4588
DREAMCOTE WINE CO	2933 SAN MARCOS AVE STE 107	LOS OLIVOS, CA 93441-4565
EISLYNN WINES	75 LOS PADRES WAY UNIT 2	BUELLTON, CA 93427-9577
EL OSO DE ORO	321 N D ST	LOMPOC, CA 93436-6118
EL VINERO	130 N BROADWAY ST STE A	ORCUTT, CA 93455-4661
EL WICHO WINES LLC	1501 E CHESTNUT CT STE B	LOMPOC, CA 93436-4953
ELEVEN CONFESSIONS	7007 SANTA ROSA RD	BUELLTON, CA 93427-9421
ELKINS WINES	300 N 12TH ST UNIT 4A	LOMPOC, CA 93436-9444
FALLEN GRAPE	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
FATES' LIEUTENANT LLC	100 LOS PADRES WAY STE 7	BUELLTON, CA 93427-9580
FEELEY WINES	1603 COPENHAGEN DR STE 1	SOLVANG, CA 93463-2700
FELIZ NOCHE	473 ATTERDAG RD STE 101	SOLVANG, CA 93463-3744
FENNEL FAMILY WINE COMPANY	5249 FOXEN CANYON RD	SANTA MARIA, CA 93454-9550
FESS PARKER WINERY	2974 GRAND AVE	LOS OLIVOS, CA 93441-4403
FIDDLEHEAD CELLARS	1597 E CHESTNUT AVE	LOMPOC, CA 93436-4942
FINAL GIRL	100 LOS PADRES WAY STE 7	BUELLTON, CA 93427-9580
FIRESTONE VINEYARD	5017 ZACA STATION RD	LOS OLIVOS, CA 93441-4566
FLORES FAMILY VINEYARDS	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
FLYING GOAT CELLARS	1520 E CHESTNUT CT STE A	LOMPOC, CA 93436-4949
FOLDED HILLS FARMSTEAD	2323 OLD COAST HWY	GAVIOTA, CA 93117-8758
FOLEY ESTATE VINEYARD & WINERY	6121 E HIGHWAY 246	LOMPOC, CA 93436-9679
FOUR BROTHERS WINE CO.	2935 GRAND AVE STE A	LOS OLIVOS, CA 93441-4403
FOX WINE CO	120 SANTA BARBARA ST	SANTA BARBARA, CA 93101
FOXEN VINEYARD	7600 FOXEN CANYON RD	SANTA MARIA, CA 93454-9170
FREQUENCY WINE COMPANY	9110 ALISOS CANYON RD	LOS ALAMOS, CA 93440
FUIL WINES	1330 N FLYNN RD E	CAMARILLO, CA 93012
FUTURE PERFECT WINE	2933 SAN MARCOS AVE STE 101	LOS OLIVOS, CA 93441-4564
GAVIOTA COAST WINES LLC	236 N F ST & 304 E CHESTNU	LOMPOC, CA 93436-6014
GLEASON FAMILY VINEYARDS	3010 ROBLAR AVE	SANTA YNEZ, CA 93460-9712
GRA WINE	2330 WESTGATE RD STE 9	SANTA MARIA, CA 93455-1017
GRASSINI FAMILY VINEYARDS	5775 GENUINE RISK RD	SANTA YNEZ, CA 93460-9176
GRIMMS BLUFF	5069 PRESQUILE DR	SANTA MARIA, CA 93455-5807
HAPPY CANYON VINEYARDS	5050 HAPPY CANYON RD	SANTA YNEZ, CA 93460-9392
HILT ESTATE THE	2240 SANTA ROSA RD	LOMPOC, CA 93436-9502
HITCHING POST WINES	420 E HIGHWAY 246	BUELLTON, CA 93427-9603
HORIZON CELLARS	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507

IMAGINE WINE	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
INCEPTION WINE	2643 INDUSTRIAL PKWY	SANTA MARIA, CA 93455-1534
J. DIRT LLC	55 LOS PADRES WAY # 1	BUELLTON, CA 93427-9581
JAFFURS WINE CELLARS	819 E MONTECITO ST	SANTA BARBARA, CA 93103
JALOPY WINE COMPANY LLC	1659 COPENHAGEN DR STE A	SOLVANG, CA 93463-3702
JAMIE SLONE WINES	23 E DE LA GUERRA ST	SANTA BARBARA, CA 93101
JENNIFER GRAY WINE, LLC	100 LOS PADRES WAY STE 7	BUELLTON, CA 93427-9580
KAENA WINE COMPANY	2670 ONTIVEROS RD	LOS OLIVOS, CA 93441
KALYRA WINERY	140 INDUSTRIAL WAY UNIT C1	BUELLTON, CA 93427-9507
KEN BROWN WINES	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
KESSLER HAAK WINES KH WINES	1700 GYPSY CANYON RD	LOMPOC, CA 93436-9413
KIMSEY VINEYARD LLC	90 EASY ST	BUELLTON, CA 93427-9566
KINGS CAREY LLC	1225-1239 W LAUREL AVE 1-8	LOMPOC, CA 93436-5157
KOEHLER WINERY	5360 FOXEN CANYON RD	LOS OLIVOS, CA 93441-4528
KUNIN WINES	831 SANTA BARBARA ST	SANTA BARBARA, CA 93101
LA LIEFF WINES	210 GRAY AVE	SANTA BARBARA, CA 93101
LA VALLEE	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
LABARGE VINEYARDS & WINERY	2380 SWEENEY RD	LOMPOC, CA 93436-9640
LABYRINTH WINERY	2310 WESTGATE RD 7 & 8	SANTA MARIA, CA 93455-1004
LAFOND WINERY & VINEYARD	6855 SANTA ROSA RD	BUELLTON, CA 93427-9420
LARNER WINERY & VINEYARDS	2900 GRAND AVE D	LOS OLIVOS, CA 93441
LATIGO RIDGE	5069 PRESQUILE DR	SANTA MARIA, CA 93455-5807
LAVENDER OAK VINEYARD AND OR I	9450 SANTA ROSA RD	BUELLTON, CA 93427-9482
LEPIANE	1480 COUNT FLEET ST	SANTA YNEZ, CA 93460-9531
LIEU DIT	23&25 E CANON PERDIDO ST	SANTA BARBARA, CA 93101
LINCOURT WINERY	1711 ALAMO PINTADO RD	SOLVANG, CA 93463-9712
LIQUID FARM	2445 ALAMO PINTADO RD	LOS OLIVOS, CA 93441-4588
LO FI WINES	448 BELL ST STE B	LOS ALAMOS, CA 93440-5001
LOMPOC WINE FACTORY	321 N D ST	LOMPOC, CA 93436-6118
LONGORIA WINERY	732 STATE ST	SANTA BARBARA, CA 93101
LORING WINE COMPANY	1034 W AVIATION DR	LOMPOC, CA 93436-9777
LOUBUD WINES LIE	4003 FORBIDDEN FRUIT LN	LOMPOC, CA 93436-9406
LUCAS & LEWELLEN VINEYARDS	1645 COPENHAGEN DR	SOLVANG, CA 93463-3742
LUMEN	2310 WESTGATE RD 7 & 8	SANTA MARIA, CA 93455-1004
LUNA HART WINES LIE	3865 STERRETT AVE	SANTA BARBARA, CA 93110
LYONS VINEYARD	3563 NUMANCIA ST STE 101	SANTA YNEZ, CA 93460-9567
MAIL ROAD WINES	90 EASY ST	BUELLTON, CA 93427-9566
MANDOLINA VINEYARDS	1650 COPENHAGEN DR	SOLVANG, CA 93463-2735
MANDRAKE WINES	2705 2717 AVIATION WAY	SANTA MARIA, CA 93455-1505
MARAMI	1251 W LAUREL AVE UNITS 32-37	LOMPOC, CA 93436
MARGERUM WINE COMPANY	19 E MASON ST	SANTA BARBARA, CA 93101

MAYFIELD MOORE INC	4457 SANTA ROSA RD STE 2	LOMPOC, CA 93436-9516
MCCLAIN CELLARS	1623 MISSION DR B C & D	SOLVANG, CA 93463-2636
MCKINNEY FAMILY VINEYARDS	86 INDUSTRIAL WAY A B & C	BUELLTON, CA 93427-9567
MELVILLE WINERY	5185 E HIGHWAY 246 # 246	LOMPOC, CA 93436-9613
MI CASA WINE COMPANY	300 N 12TH ST STE 1B & 2B	LOMPOC, CA 93436
MICHAEL CAITLIN WINES	3940 DOMINION RD	SANTA MARIA, CA 93454-9678
MILLER FAMILY WINE COMPANY	35 STATE ST STE B	SANTA BARBARA, CA 93101
MONTEMAR WINES	1501 E CHESTNUT CT B & E	LOMPOC, CA 93436-4953
MUNICIPAL WINEMAKERS	22 ANACAPA ST	SANTA BARBARA, CA 93101
NATIVE 9	6525 DOMINION RD	SANTA MARIA, CA 93454-9628
NEW VINELAND LLC	1501 E CHESTNUT AVE	LOMPOC, CA 93436-4901
ORGULLO WINE GROUP LLC	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
OUR LADY OF GUADALUPE	2121 ALISOS RD	SANTA YNEZ, CA 93460-9390
PALI WINE COMPANY	1036 W AVIATION DR	LOMPOC, CA 93436-9777
PARADIS SPRINGS WINERY	210 STATE ST	SANTA BARBARA, CA 93101
PARS FORTUNA WINE	2330 WESTGATE RD STE & 20 10	SANTA MARIA, CA 93455
PAUL LATO WINES	5250 TEPUSQUET CANYON RD	SANTA MARIA, CA 93454
PEAKE RANCH	7290 SANTA ROSA RD	BUELLTON, CA 93427-9421
PENCE RANCH	1909 W HIGHWAY 246	BUELLTON, CA 93427-9492
PENVILLE PROJECTS LIE	5230 TEPUSQUET RD	SANTA MARIA, CA 93454-9548
PERLUCA WINES	100 LOS PADRES WAY STE 4	BUELLTON, CA 93427-9580
PETROS WINERY	3360 FOXEN CANYON RD	LOS OLIVOS, CA 93441-4527
PIAZZA FAMILY WINES LIE	2825 TAPADERO RD	SOLVANG, CA 93463-9714
POINT & LINE WINES	770 W CAPITOLIO WAY	SAN LUIS OBISPO, CA 93401
POTEK	406 E HALEY ST UT 1	SANTA BARBARA, CA 93101
PRESQU LIE WINERY	5391 PRESQUILE DR	SANTA MARIA, CA 93455-5811
PRESS GANG CELLARS	333 N D ST	LOMPOC, CA 93436-6116
R WINERY OPERATION LLC / 10 Ninths	2075 VINEYARD VIEW LN	LOMPOC, CA 93436-2628
RACINES	300 N 12TH ST 1A & 2A	LOMPOC, CA 93436-9426
RANCHO SISQUOC WINERY	6600 FOXEN CANYON RD	SANTA MARIA, CA 93454-9656
RIDEAU CELLARS	1562 ALAMO PINTADO RD	SOLVANG, CA 93463-9756
RINCON MOUNTAIN WINERY INC	4187 CARPINTERIA AVE 1-2	CARPINTERIA, CA 93013-3300
RIVERBENCH	6020 FOXEN CANYON RD	SANTA MARIA, CA 93454-9656
ROARK WINE COMPANY	505 VINELAND DR	ORCUTT, CA 93455-2364
ROCKETS RED OUTFITTERS	1719 CALZADA AVE	SANTA YNEZ, CA 93460-9360
ROOTED VINE CELLARS	55 LOS PADRES WAY # 1	BUELLTON, CA 93427-9581
RUSACK VINEYARDS	1819 BALLARD CANYON RD	SOLVANG, CA 93463-9766
RZN WINES	1225-1239 W LAUREL AVE 1-8	LOMPOC, CA 93436-5157
SAARLOOS ESTATE VINEYARDS	2971 GRAND AVE	LOS OLIVOS, CA 93441-4403
SAMSARA WINE CO	2446 ALAMO PINTADO AVE A	LOS OLIVOS, CA 93441
SANDHI WINES	1503 E CHESTNUT AVE	LOMPOC, CA 93436-4901

SANDHI WINES	1700 INDUSTRIAL WAY UNIT A	LOMPOC, CA 93436-4947
SANDOVAL RANCH AND VINEYARD	125 N REFUGIO RD	SANTA YNEZ, CA 93460-9303
SANFORD WINERY	5010 SANTA ROSA RD	LOMPOC, CA 93436-9551
SANGER FAMILY OF WINES	281 PAMELA WAY STE 104-107	BUELLTON, CA 93427-9594
SANGUIS	8 ASHLEY AVE	SANTA BARBARA, CA 93103
SANTA BARBARA WINERY	28 ANACAPA ST STE A	SANTA BARBARA, CA 93101
SANTI ROSINA WINES LLC	59 INDUSTRIAL WAY	BUELLTON, CA 93427-9565
SAPIEN WINES	90 EASY ST	BUELLTON, CA 93427-9566
SEA CREATURES WINE	5249 FOXEN CANYON RD	SANTA MARIA, CA 93454-9550
SEA SMOKE	1604 N O ST	LOMPOC, CA 93436-3420
SEAGRAPE WINE COMPANY	90 EASY ST	BUELLTON, CA 93427-9566
SECTION WINES	65 LOS PADRES WAY	BUELLTON, CA 93427-9577
SEVTAP WINERY	473 ATTERDAG RD UNIT 102	SOLVANG, CA 93463-3744
SHOKRIAN WINERY, LLC	7910 CAT CANYON RD	LOS ALAMOS, CA 93440
SILVER WINES LLC	813 ANACAPA ST STE 31	SANTA BARBARA, CA 93101
SKYENNA WINES	12 HELENA AVE	SANTA BARBARA, CA 93101
SLAY ESTATE & VINEYARD	6635 E HIGHWAY 246	LOMPOC, CA 93436-9676
SLOUCH HAT WINES	2446 W ALAMO PINTADO RD	LOS OLIVOS, CA 93441-4500
SOLMINER	2890 GRAND AVE STE B	LOS OLIVOS, CA 93441-4533
SOMERSET VINEYARDS STA RITA HILL	4650 SWEENEY RD	LOMPOC, CA 93436
SPEAR VINEYARDS & WINERY	6700 E HIGHWAY 246	LOMPOC, CA 93436-9677
ST AVALO INC	2963 GRAND AVE STE B	LOS OLIVOS, CA 93441-4403
STAR LANE & DIERBERG VINEYARDS	1280 DRUM CANYON RD	LOMPOC, CA 93436-9418
STARS & DUST	100 LOS PADRES WAY STE 3	BUELLTON, CA 93427-9580
STOLEN ROOTS	1251 W LAUREL AVE S 9-13	LOMPOC, CA 93436-5157
STOLEN ROOTS INC	1251 W LAUREL AVE UNITS 9-13	LOMPOC, CA 93436
STOLPMAN VINEYARDS	2434 ALAMO PINTADO AVE	LOS OLIVOS, CA 93441
STORM WINES	2948 SAN MARCOS AVE STE LOI	LOS OLIVOS, CA 93441-4563
STORY OF SOIL	2928 SAN MARCOS AVE STE 102	LOS OLIVOS, CA 93441-4563
STRANGE FAMILY TASTING ROOM	2933 GRAND AVE STE A	LOS OLIVOS, CA 93441-4403
SUNSTONE WINERY	125 N REFUGIO RD	SANTA YNEZ, CA 93460-9303
SWEETZER CELLARS	1637 E LAUREL AVE	LOMPOC, CA 93436-4915
SWEETZER CELLARS	308 N 9TH ST STE C	LOMPOC, CA 93436-4945
TABALIPA WINE COMPANY	55 LOS PADRES WAY #1	BUELLTON, CA 93427-9581
TABALIPA WINE COMPANY	4145 ROBLAR AVE	SANTA YNEZ, CA 93460-9581
TASTE OF STA RITA HILLS @ MORETTI WINE COMPANY	2923 GRAND AVE	LOS OLIVOS, CA 93441-4403
TATOMER, INC.	2705&2717 AVIATION WAY	SANTA MARIA, CA 93455-1505
TEMPERANCE CELLARS	1637 E LAUREL AVE	LOMPOC, CA 93436-4915
TENSLEY WINE	9110 ALISOS CANYON RD	LOS ALAMOS, CA 93440
TERCERO WINES	2445 ALAMO PINTADO AVE 10	LOS OLIVOS, CA 93441
TERRE ET SANG LIE	2982 GRAND AVE	LOS OLIVOS, CA 93441-4403

THE CENTRAL COAST GROUP PROJECT	53 INDUSTRIAL WAY	BUELLTON, CA 93427-9565
THE GAINNEY VINEYARD	3950 CA-246	SANTA YNEZ, CA 93460
THE POPES NEW CASTLE	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
TIERRA Y VINO	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
TOMI CELLARS	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
TORETTIS FAMILY VINEYARD	2920 GRAND AVE UNIT C	LOS OLIVOS, CA 93441-4403
TOUSSAINT CELLARS	92 2ND ST C & D	BUELLTON, CA 93427-9470
TRANSCENDENCE WINERY	300 N G ST STE C	LOMPOC, CA 93436-6020
TRES HERMANAS VINEYARD & WINE	346 BELL ST	LOS ALAMOS, CA 93440-5001
TRES HERMANAS VINEYARD & WINE	9660 FOXEN CANYON RD	SANTA MARIA, CA 93454-9157
TRIPPERS & ASKERS	406 E HALEY ST UT 1	SANTA BARBARA, CA 93101
TWO WOLVES WINE	1480 COUNT FLEET ST	SANTA YNEZ, CA 93460-9531
TYLER WINERY	300N 12TH ST 4A & 4B	LOMPOC, CA 93436
UNBRIDLED LIFESTYLES	90 EASY ST	BUELLTON, CA 93427
VALLEY PROJECT THE	74 AERO CAMINO B	GOLETA, CA 93117-3152
VALLEY TO THE SEA WINERY	6485 CALLE REAL E & F	GOLETA, CA 93117-1539
VEGA VINEYARD AND FARM	9496 SANTA ROSA RD	BUELLTON, CA 93427-9482
VINCENT VINEYARDS	2370 N REFUGIO RD	SANTA YNEZ, CA 93460-9321
VOYZ'N WINES	2330 WESTGATE RD 10 & 20	SANTA MARIA, CA 93455-1018
WATHEN WINES, BARIEAU WINES	7600 FOXEN CANYON RD	SANTA MARIA, CA 93454-9170
WAYLAN WINE CO	2963 GRAND AVE	LOS OLIVOS, CA 93441-4403
WHEATFIELD VINEYARD LLC	2121 ALISOS RD	SANTA YNEZ, CA 93460-9390
WHITCRAFT WINERY	36 S CALLE CESAR CHAVEZ A	SANTA BARBARA, CA 93103
WINDRUN WINE CO.	140 INDUSTRIAL WAY	BUELLTON, CA 93427-9507
WINDRUN WINE CO.	1595 E CHESTNUT AVE STE C	LOMPOC, CA 93436-4942
WINEHOUNDING	90 EASY ST	BUELLTON, CA 93427-9566
WINES BY ALISA JACOBSON	3555 ROBLAR AVE UNIT B	SANTA YNEZ, CA 93460-9724
WINTER WINE CO	1501 E CHESTNUT CT STE E	LOMPOC, CA 93436-4953
WOLFE FAMILY VINEYARD AND FARMSTEAD	1165 FREDENSBORG CANYON RD	SOLVANG, CA 93463-2022
YATA EAGLE WINES	2121 ALISOS RD	SANTA YNEZ, CA 93460-9390
ZACA MESA WINERY	6905 FOXEN CANYON RD	SANTA MARIA, CA 93454
ZACH PETERSEN WINES LLC / MAZETTE WINES	321 N D ST	LOMPOC, CA 93436-6118
ZARIF COMPANIES	300 N G ST STE C	LOMPOC, CA 93436-6020
ZOTOVICH VINEYARDS AND WINERY	300 N 12TH ST UNIT 1D	LOMPOC, CA 93436-9442



SANTA BARBARA
V I N T N E R S

Santa Barbara County Wine Improvement District

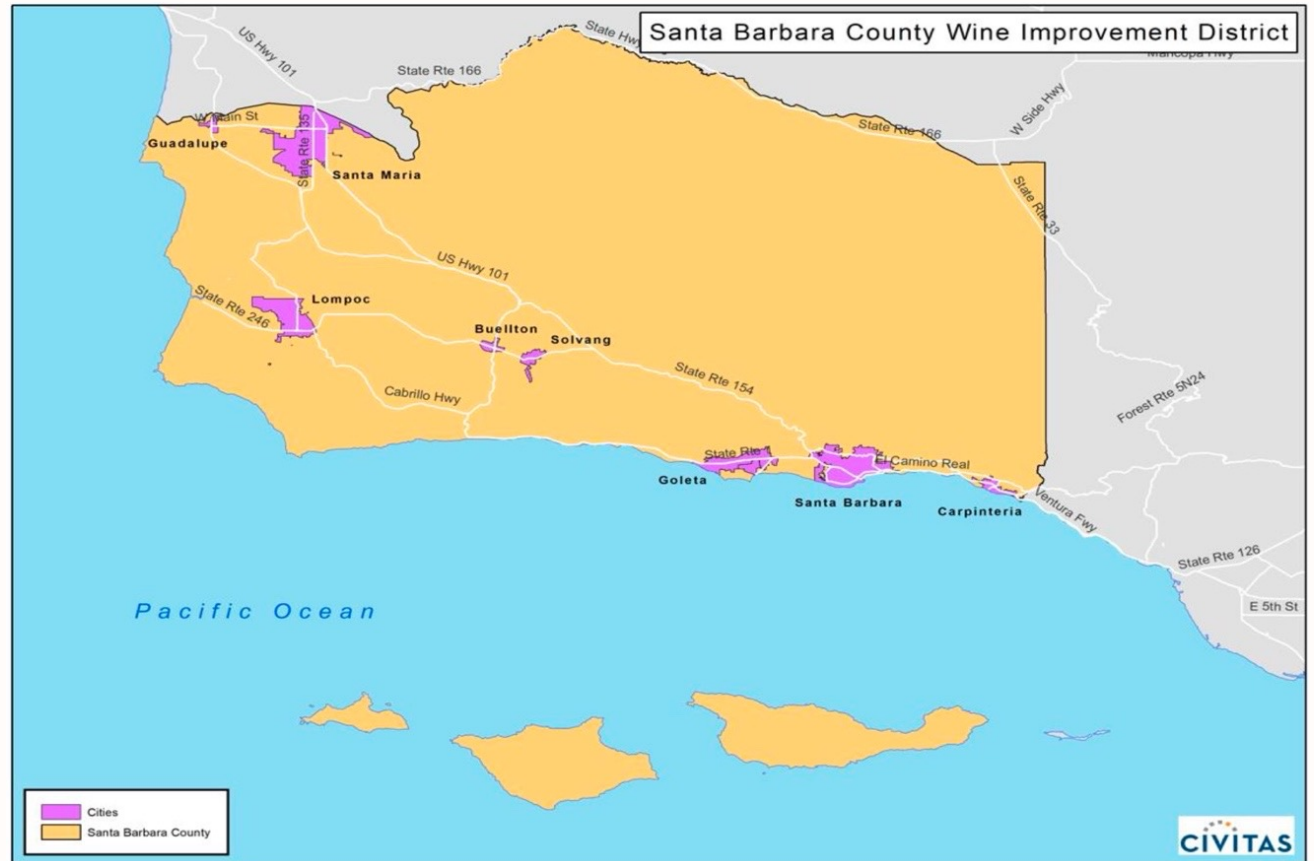
FY 2026–2027 Annual Report

April 1, 2026 – March 31, 2027

Submitted to the County of Santa Barbara pursuant to the Streets and Highways Code section 36650.

The District

Formed in February of 2025, the Santa Barbara County Wine Improvement District includes the entirety of Santa Barbara County.

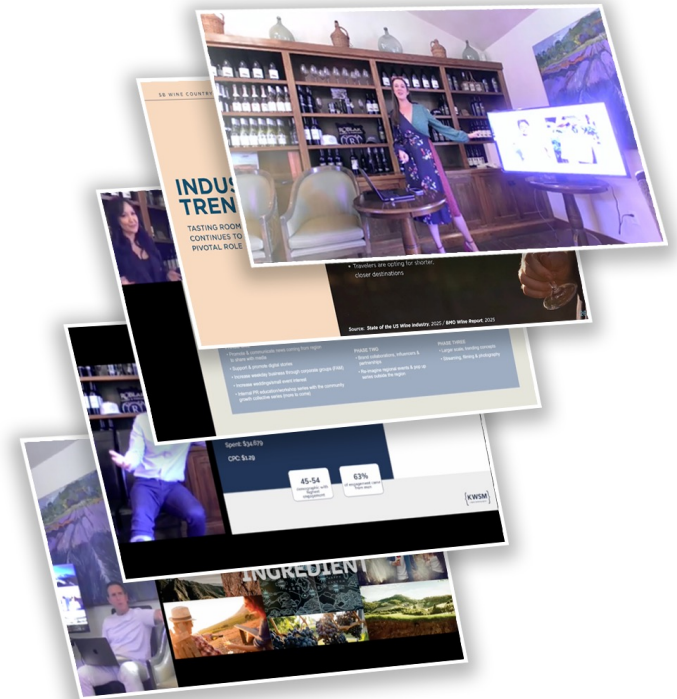


The Search

The first months of our Wine Improvement District were spent researching marketing and public relations agencies.

We formed a Marketing Committee of experienced advertising and public relations Board Members who determined our needs and spent June and July interviewing agencies.

We engaged in an extensive process where every presentation was recorded. We invited all district wineries to weigh in on what was important to them to see from a marketing agency, and to help us assess the agencies.



FY 2025–2026 – YEAR ONE



Public Relations

After considering all feedback, we retained The Zimmerman Agency. This was one of the most significant investments of the year.

The Zimmerman Agency is a nationally recognized public relations firm specializing in travel, tourism, hospitality, and destination marketing. Zimmerman has dramatically expanded Santa Barbara Vintners' (SBV) ability to tell the region's story through strategic media outreach, trade engagement, and brand storytelling.

Retained in September, by October, the agency had already spent considerable time immersing itself in Santa Barbara Wine Country—visiting wineries, meeting with vintners and stakeholders, and experiencing the region firsthand. Authentically representing the destination to national media is of paramount importance to our organization.



Results with The Zimmerman Agency



Working through March 2026, Zimmerman had 6 months of full engagement for our first year, generating more than 205 media placements and an estimated 3.1 billion media impressions for Santa Barbara Wine Country, securing coverage in publications including Forbes, Bloomberg, Travel + Leisure, Jancis Robinson / Financial Times, Yahoo Life, Parade, Wine Enthusiast, MAXIM, the Observer, the Santa Barbara Independent, and many others.

DECEMBER SURGE

162

placements in December alone — up from 30 in November

2.48B

impressions, driven by holiday travel, gifting & winter wine storytelling



Media Placements

205

November 2025 – March 2026



Media Impressions

3.1 Billion

Total estimated, all coverage



Coverage Includes

Forbes · Bloomberg · Travel + Leisure · Jancis Robinson · Wine Enthusiast · MAXIM

* November–December 2025 impressions reported as publication audience reach (UVM = Unique Visitors per Month); January–March 2026 figures are estimated secured impressions (13 placements, 48.6M impressions, \$90,516 in secured media value).

PR Highlights: November 2025 – March 2026



Top-tier Publications

- Yahoo Life & Parade — “6 Hidden-Gem Wine Regions to Visit Before Everyone Else Does”
- Jancis Robinson / Financial Times — “Why Santa Barbara Wine Country Deserves More Recognition”
- Bloomberg — “50 Best Wines Under \$50”; Travel + Leisure; Wine Enthusiast; MAXIM
- Forbes — sparkling Valentine’s gift guide (43M reach); Observer — “California’s Best Wine Regions”



We Kept Building

- 90-day PR plan delivered; targeted national, travel, wine & freelance media lists built
- PR Requests Hub launched so every district winery can join coverage opportunities
- Winter Wine Pairings page launched with KWSM and SBV; first hosted media stay completed
- June 9–12 group press trip secured — Forbes, Sophisticated Living, Ocean Home, Matador Network & top freelancers



Storylines That Delivered

- Holiday gifting, wine clubs & winter travel to Los Olivos & Solvang
- Sparkling wines for NYE & low-ABV wines for Damp January
- Valentine’s Day romantic wine travel & getaways
- Women’s History Month & the county’s women winemakers
- AVA storytelling & coastal wine-destination identity

OTHER HIGHLIGHTS: Seasonal Surge · Valentine's Day Wine Guide · Group Press Trip · Yamanashi Collaboration

FY 2025-2026 – YEAR ONE

Digital Marketing

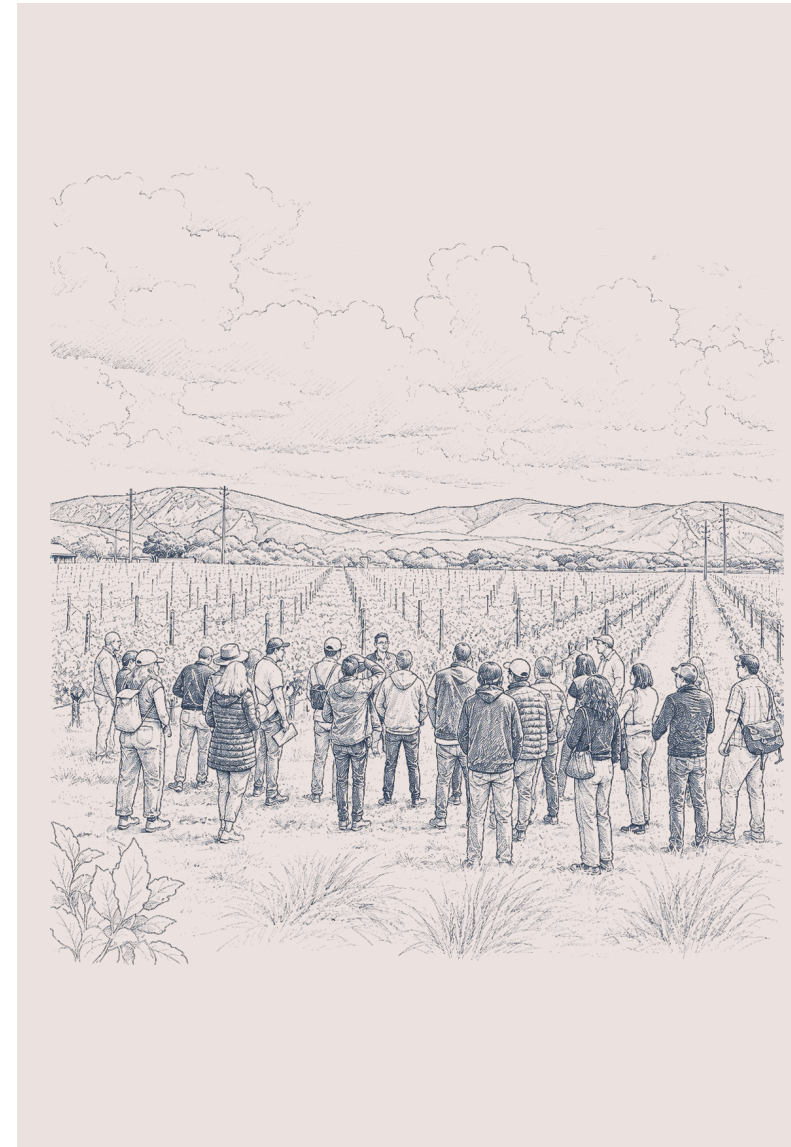


For advertising, we chose KWSM, an agency with whom we had previously worked on our large CDFA grants. KWSM was also chosen to manage our Social Media.

KWSM ran a Holiday Campaign called "Let's Go!" that began its design work in October, with ad placements from November through New Year's.

What We've Done

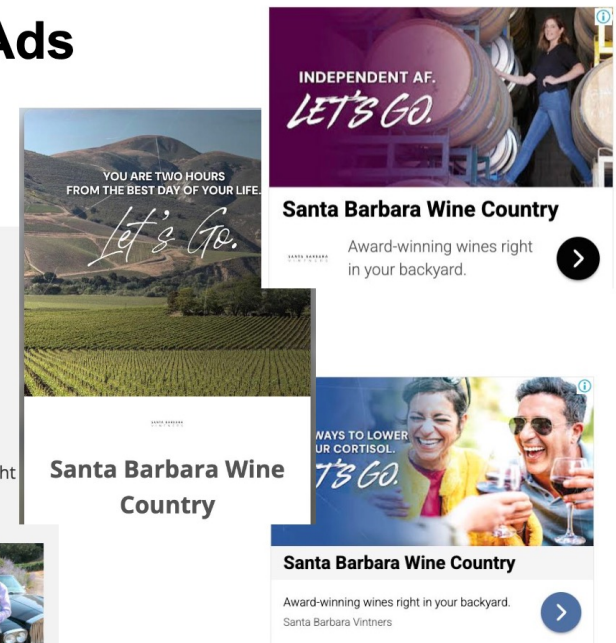
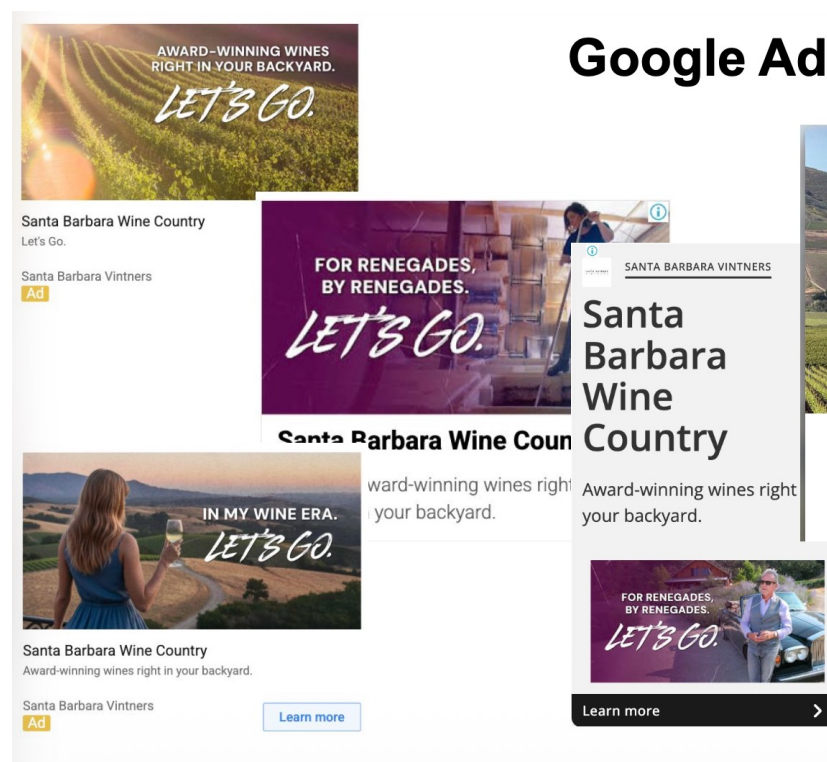
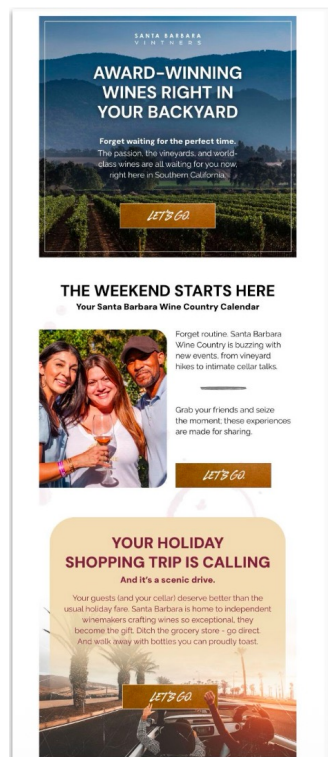
- Developed new creative and campaigns for the "Let's Go" tagline
- Launched ads on Meta and Google
- Created content and posted to Instagram and Facebook
- Created and sent emails to the consumer list
- Updated website and social channels to reflect new branding
- Built "Holiday Pairings" page for PR outreach
- Built "Wine Scores" page highlighting recent critic scores



“Let’s Go!” Digital Marketing Campaign



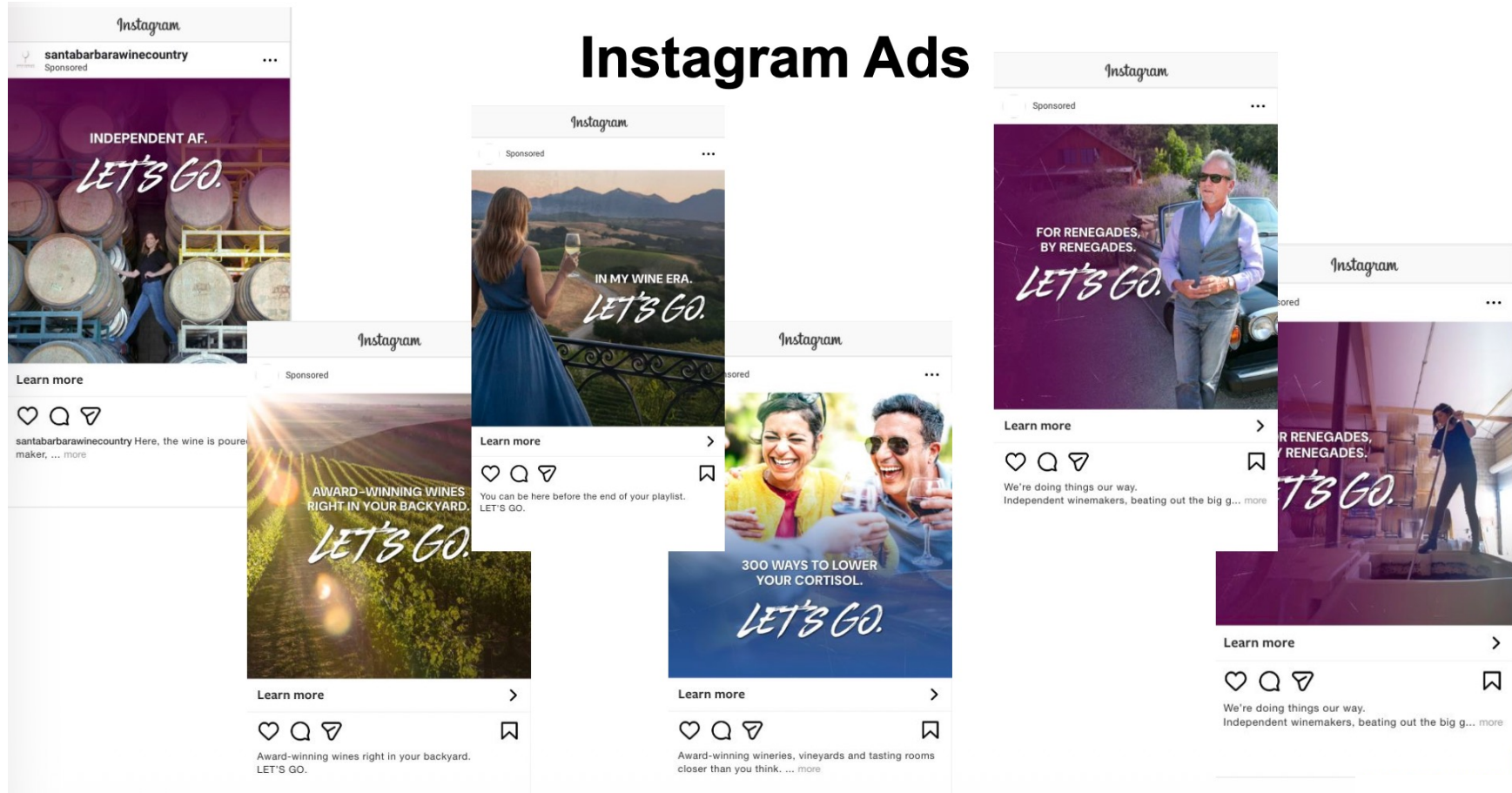
SBV also launched the “Let’s Go!” digital marketing campaign, an introductory campaign designed to encourage consumers in Southern California to make Santa Barbara Wine Country an easy day trip or weekend getaway.



“Let’s Go!” Digital Marketing Campaign



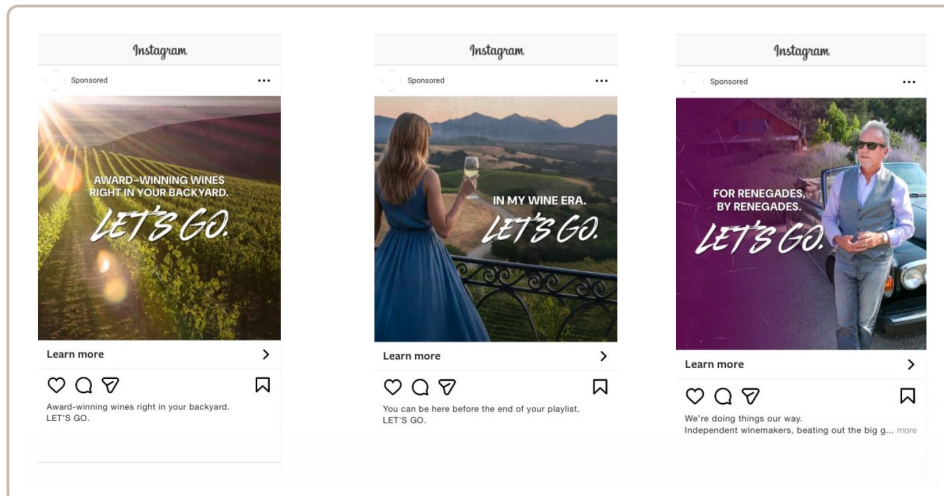
Instagram Ads



Creative Performance

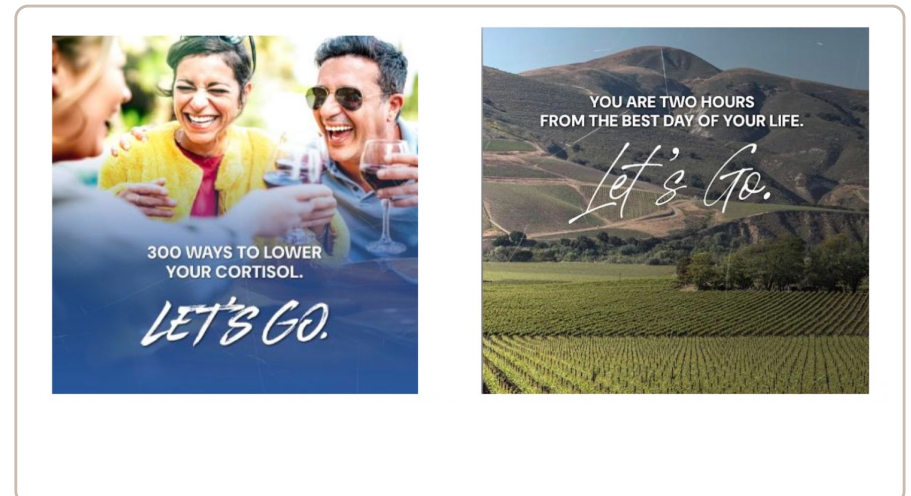


Best Performers



Three creatives performed significantly better than the rest across all regions and platforms.

Worst Performers



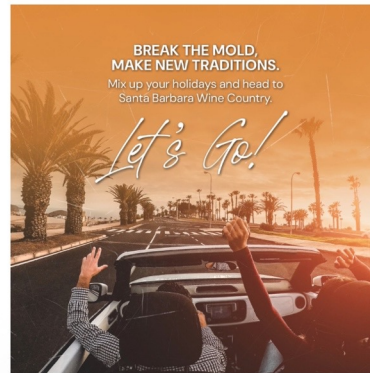
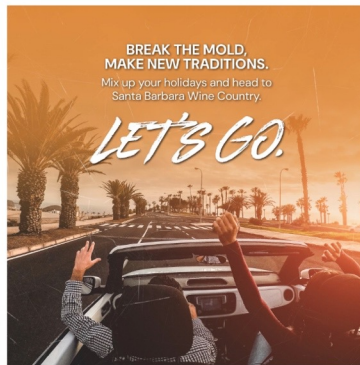
Two creatives performed far worse than the rest — CTR on both was less than half of the top performers.

REGIONAL INSIGHT: Female-focused ads (“Renegade Woman,” “Wine Era”) won San Diego; “Independent AF” was the clear winner in Los Angeles; Orange County showed no standout — informing region-tailored creative in January.

Creative Testing: Fonts & Holiday Ads

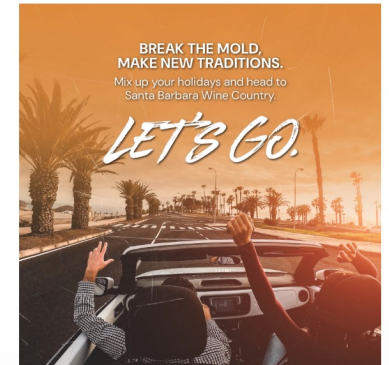


Font A/B Tests



Two A/B tests ran the same holiday creative and audience with different “Let’s Go” fonts. In both tests, the original font outperformed the new font.

Holiday Creative



Both holiday ads performed well, outperforming every evergreen ad— validating timely, occasion-specific messaging crafted from earlier ad learnings.

Digital Ads: Campaign Performance



16M+ times our ads were seen — only by Southern Californians who are into wine, food & travel

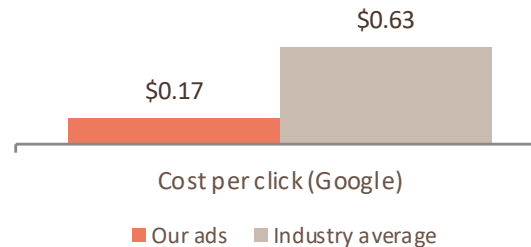
What the Numbers Show

The ads got better the longer they ran

+122% more clicks in month two,
for only **+38%** more spend

Each click costs us far less than average

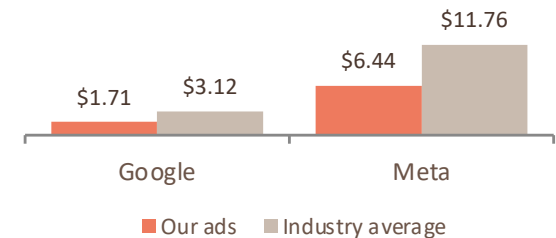
A “click” is a person tapping the ad to visit our website. On Google — where nearly all our clicks came from — we pay about a quarter of the going rate.



\$0.17 vs the ~\$0.63 industry average

Being seen costs us about half the going rate

Advertisers pay per 1,000 times an ad is shown. On both Google and Meta (Facebook / Instagram), we pay roughly half the industry average.



Cost to show the ad 1,000 times

What the Numbers Show

Are these numbers good? Yes. CPC (cost per click — what we pay when someone visits our site) and CPM (cost per thousand — what we pay for every 1,000 times an ad is seen) both came in well below industry averages. And the campaign got more efficient the longer it ran, as KWSM refined the targeting and the ads.

Benchmarks: cross-industry averages. Meta clicks cost more (\$1.60, near the ~\$1.72 long-run average) — Meta's job here was visibility, where we paid half the going rate.

Website Performance



600% increase in website traffic — 66,000 new visitors in two months



November Momentum

350%

MoM traffic increase in Nov



Active Users in Nov

22K

21K of them new users

Top traffic sources: Google Display, Organic Search, Paid Social

Active users ?

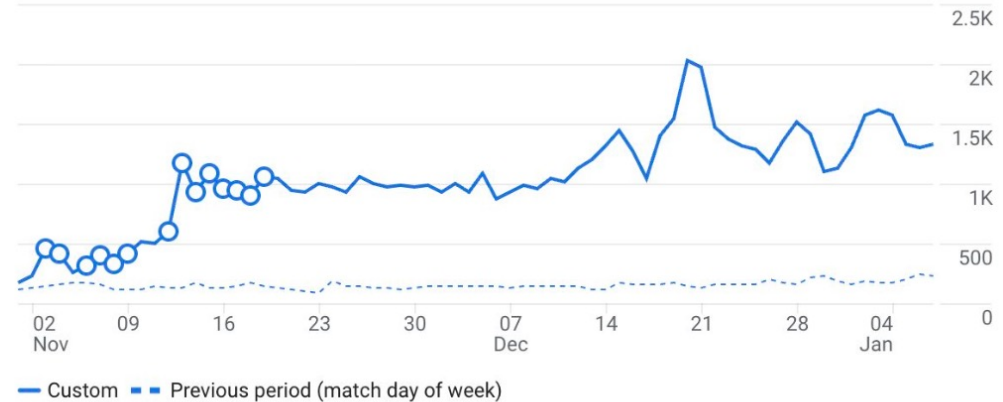
66K

↑ 596.8%

New users ?

66K

↑ 603.0%



Social Media: Facebook

TOP CONTENT BY VIEWS



 Santa Barbara 2-day itinerary 🚀 Fri Dec 19, 11:23am 👁 62.5K ❤️ 68 💬 3 ➦ 2	 Level up your midnight toast with the best o... 🚀 Tue Dec 30, 9:27am 👁 46.9K ❤️ 32 💬 0 ➦ 1	 5 WOMEN-OWNED WINERIES YOU CAN'T MISS 🚀 Wed Nov 26, 10:17am 👁 27.9K ❤️ 31 💬 0 ➦ 1	 Great wine deserves great food. 🍷🌟 Fro... 🚀 Thu Nov 20, 9:57am 👁 29.1K ❤️ 136 💬 7 ➦ 32	 Santa Barbara Wine Country is making... 🚀 Fri Dec 26, 9:03am 👁 26.0K ❤️ 379 💬 10 ➦ 14
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Content Views

2.4M



Interactions

2,977



Link Clicks

10,016



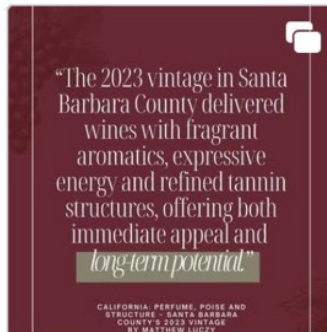
New Followers

+83

Social Media: Instagram

TOP CONTENT BY VIEWS

{KWSM}



"The 2023 vintage in Santa Barbara Count...

Fri Nov 14, 12:38pm

👁 5.4K ❤️ 77
💬 3 ➦ 11



Santa Barbara Wine Country is making...

Fri Dec 26, 9:04am

👁 4.6K ❤️ 54
💬 4 ➦ 20



Santa Barbara Wine Country has one of t...

Wed Nov 26, 10:25am

👁 4.2K ❤️ 220
💬 36 ➦ 16



NOVEMBER IS HERE! 🍷🍂 Your Santa...

Thu Nov 13, 9:58am

👁 3.3K ❤️ 38
💬 1 ➦ 10



Here, the wine is poured by the maker,...

Tue Dec 2, 12:06pm

👁 3.2K ❤️ 91
💬 1 ➦ 8



Content Views

1.1M



Interactions

2,012



Link Clicks

2,301



New Followers

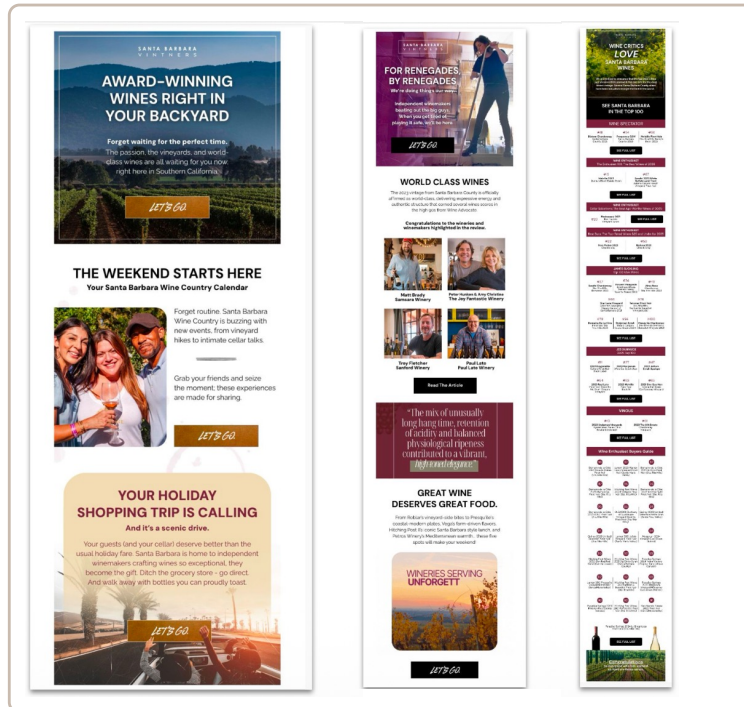
+242

Email Designs

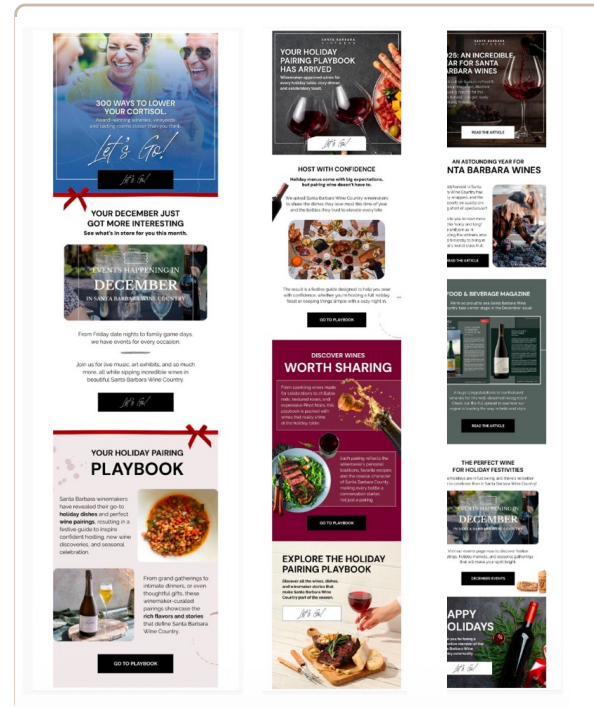
TOP CONTENT DESIGNS



Emails #1-3



Emails #4-6

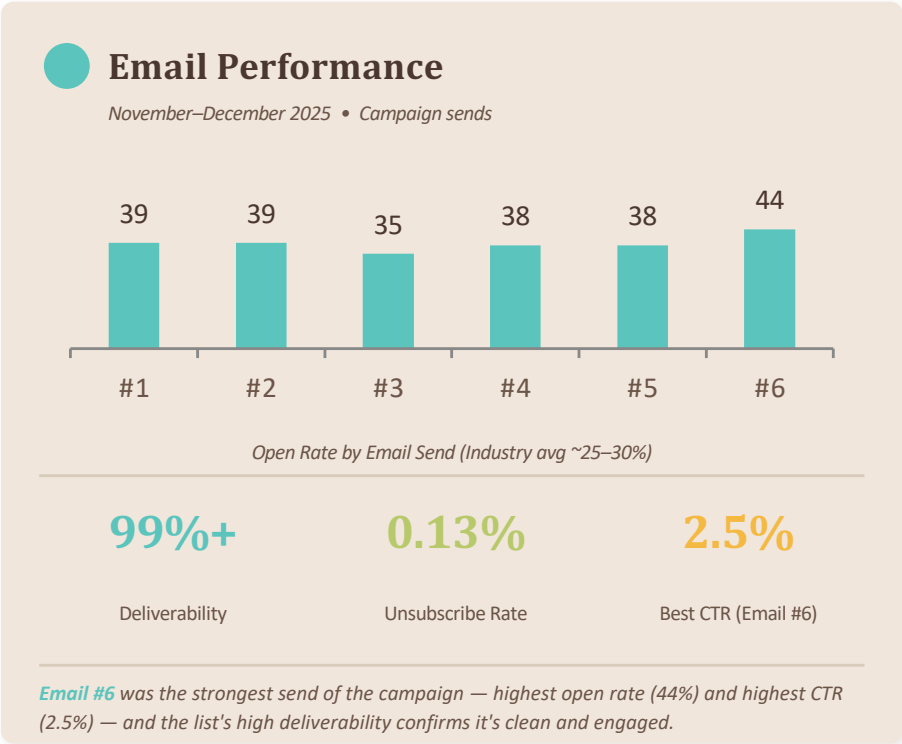


Six campaign sends, November–December 2025

Social Media & Email Performance

KWSM Digital Marketing Report

5.1M combined content views *across Facebook & Instagram* — plus a 44% open rate on the strongest email send



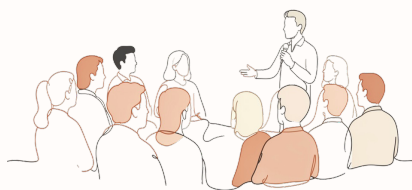
Year One Community Educational Tastings



Educational Tastings

Our popular themed tastings bring members together for learning and connection.

- April 2025: Pinot Noir @ Hitching Post Wines
- May 2025: Grenache @ Kaena Wines
- July 2025: Alternative Wines @ Babcock Winery
- Sept. 2025: Rosé @ Paradise Springs Winery
- Nov. 2025: Red Bordeaux @ Brave & Maiden
- Dec. 2025: Sparkling/Holiday Party @ Sandhi
- Feb. 2026: Alternative Reds @ Pali Wine Co.
- March 2026: Pinot Noir @ SAMsARA Wine Co.



Special Seminars

- Expand Your Wine Exports WUSATA, December 2025
- How to Tell Your Story with Likely Story Strategies, January 2026
- Take Me Forward with Shannon Brooks, February 2026
- Legal Requirements for the Wine Industry with Brian Simas, March 2026



Wine Reviewers

- Jonathan Cristaldi (Cristaldi & Co., Decanter, The Tasting Panel), May 2025
- Brian Freedman (James Suckling.com), August 2025
- Jancis Robinson (JancisRobinson.com), October 2025

Events: Vintners Festival 2025

WELCOMING OVER 1200 ATTENDEES

The 41st Annual Santa Barbara Vintners Festival was held on October 18, 2025 once again at Vega Vineyard and Winery. The event welcomed over 1200 attendees to sample the best our region has to offer, including wines from 70 local wineries - many participating for the first time in years – and 22 local restaurants and food purveyors. The 2025 event also added a new activation called *Wine Camp*, which offered a series of wine-related educational talks throughout the day.



The 41st Annual Santa Barbara Vintners Festival

SATURDAY, OCTOBER 18TH, 2025 • 1PM-4PM
VEGA VINEYARD & FARM • BUELLTON, CALIFORNIA

GRAND TASTING OF WINES FROM OVER 80 WINERIES
SUPERB FOOD FROM OVER 20 LOCAL RESTAURANTS,
CHEFS, ARTISANS & FARMERS
LIVE MUSIC • RIO VISTA CHEVROLET BUBBLE LOUNGE

SANTA BARBARA WINE COUNTRY

GENERAL ADMISSION \$125 LOCALS DISCOUNT \$95
EARLY ENTRY (12PM) \$175

FOR INFORMATION & TICKETS, VISIT:
SBVINTNERSWEEKEND.COM
OR CALL 805.688.0881



Vintners Connect

NEW FOR 2025: The central hub for all things SBV — from marketing opportunities to board meeting details.



Marketing Updates & Opportunities

Stay informed on campaigns, co-op advertising, and regional promotions designed to elevate your brand.



Discover SBV Events

Educational tastings, Industry Tasting, Events Calendar, Classifieds, and Newsletter Archive — all in one place.



Board Meeting Information

Agendas, minutes, and all materials needed to participate in or observe SBV board meetings.

Submit Your Events/Classified Here → Profile

Welcome to the new Vintners' Industry portal!
Your hub for the latest news, important updates, and useful resources — built to help you quickly find what you need, stay informed, and make the most of your Santa Barbara Vintners experience.

Board Governance: Meetings, Agendas & Minutes

Strategic Marketing

Industry Events

Seminars

Opportunities

Events Calendar

Wine Preserve/BID

Resources

Classified

Newsletter Archive

Archive

Search Posts...

Board Meeting Details

Board meetings typically take place the third Tuesday of every month at 10am. Agendas are posted below 72 hours before and at the meeting location. Meeting location changes monthly and will be posted on the agenda. All meetings are open to the public and public comment is available. A zoom link is for board members only. We are unable to provide remote public comment at this time. Click below for details.

2026 April – Board of Directors Meeting Minutes

Annual Meeting – Wednesday, June 17th at 3:00 p.m. at The Santa Ynez Valley Marriott

2026 February – Board of Directors Meeting Minutes

Santa Barbara Vintners: Board of Directors Meeting (April 21, 2026): Agenda & Documents

2026 February Board Meeting → Agenda

2026 January – Board of Directors Meeting Minutes

Santa Barbara Vintners: Board of Directors Meeting (May 19, 2026) (Agenda Here)

Santa Barbara Vintners: Board of Directors Meeting (June 16, 2026)

Santa Barbara Vintners: Board of Directors Meeting (July 21, 2026)

Santa Barbara Vintners: Board of Directors Meeting (September 15, 2026)

Load more

The Santa Barbara Vintners (Santa Barbara County Vintners Association) is a nonprofit 501(c)(6) organization founded in 1983 to protect and promote Santa Barbara County as a world-class wine and grape region.

info@sbcvintners.com

(805) 688-0881

Facebook · X · Instagram

FY 2026–2027 Priorities

Santa Barbara Vintners

With year one under our belt, we have built a comprehensive marketing team to handle advertising, PR, social media, and events.

PR: The Zimmerman Agency will continue to drive regional media coverage.

LOOKING AHEAD

What we learned:

AVA education creates strong story opportunities, particularly around terroir, growing conditions, varietals and producers. Winemakers are the region's most credible and engaging storytellers, bringing both expertise and personality to the wine story. Firsthand experiences—like the June press trip—also help media develop deeper, more personal coverage.

What we'll build on in year two:

We'll go deeper on AVA-specific stories and create more opportunities for winemakers and vineyard leaders to serve as expert sources. We'll also target media hosting and pitching around seasonal moments, editorial deadlines and the region's strongest stories. This more focused approach will help us build relationships and sustain coverage throughout the year.



Upcoming Coverage: FAM



Forbes



AFAR



SOUTH COUNTY
MAGAZINE

WINEENTHUSIAST

Fodor'sTravel



SevenFiftyDaily

Decanter

imbibe LIQUID CULTURE

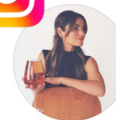
AARP®

FOOD&WINE



SOPHISTICATED
LIVING

OCEANHOMES



samanthasommelier •

Sam Capaldi | Certified Sommelier (No Snob Somm™)

1,763 posts 321K followers 7,455 following

🍷 your no snob somm™ est 2015
🍷 your silly safe space for wine
🍷 virtual + in person tastings + WINE CLUB @samsomwineclub
co founder @falwine
🌐 samanthasommelier.komi.io and 2 more
📍 samanthasommelier

Marketing: Retained Pluck + Grit

LOOKING AHEAD



Pluck & Grit is a creative agency specializing in brand storytelling, advertising, and audience engagement. We combine creative direction, cinematic content, design, and emerging technology to build distinctive campaigns that connect with people and deliver measurable results.

For media strategy, buying, and campaign optimization, Pluck & Grit partners with ClearlyNow Media, a trusted specialist with decades of experience across digital, social, search, programmatic, and experiential media.



Advertising

Integrated campaigns built to capture attention and inspire action. From creative development through media placement and optimization, every element is designed to work harder.

Brand Storytelling

Distinctive stories brought to life through strategy, design, video, and digital experiences. We help brands express what makes them meaningful in ways audiences will remember.

Audience Engagement

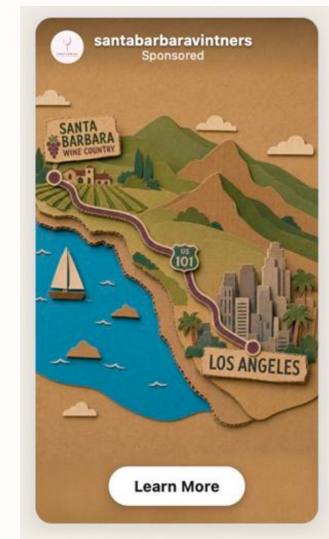
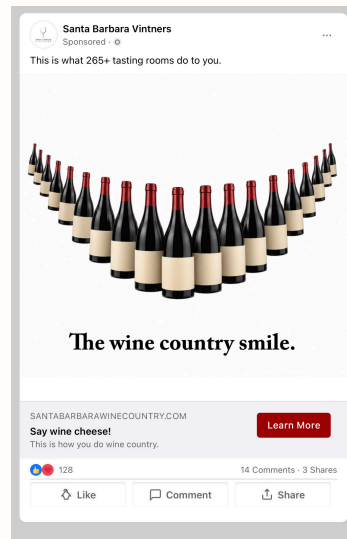
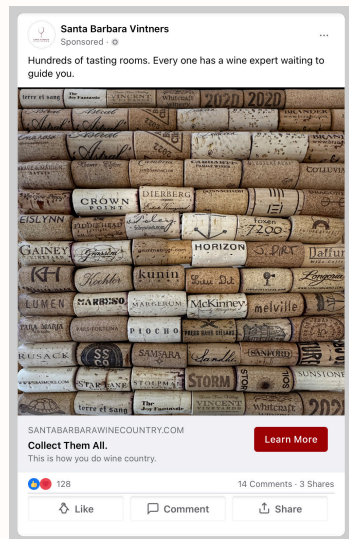
Audience insight shapes every decision—from the message and creative approach to where and when it appears. The result is more relevant work and stronger connections with the people who matter most.

A New Long-Term Destination Marketing Strategy

What we learned and how we will sharpen our strategy:

Last year's *LET'S GO* campaign showed us that the most engaging creative felt unique, authentic and at home in people's social feeds—not like traditional destination advertising. This year, we're testing a wider mix of ideas—some whimsical, some educational and some intentionally less polished—and using A/B testing to invest more in what works. Better measurement will also help us connect ad exposure to actual visits, giving us a clearer picture of which ideas are driving people to the region.

EXAMPLES OF ADS



Social Media

LOOKING AHEAD

Now managed by Amy Christine, who is a Master of Wine, the highest and most prestigious professional qualification in the global wine industry. Amy is one of our own vintners with deep roots in the industry and a successful track record of creating reels, posts, and engagement that attracts followers.

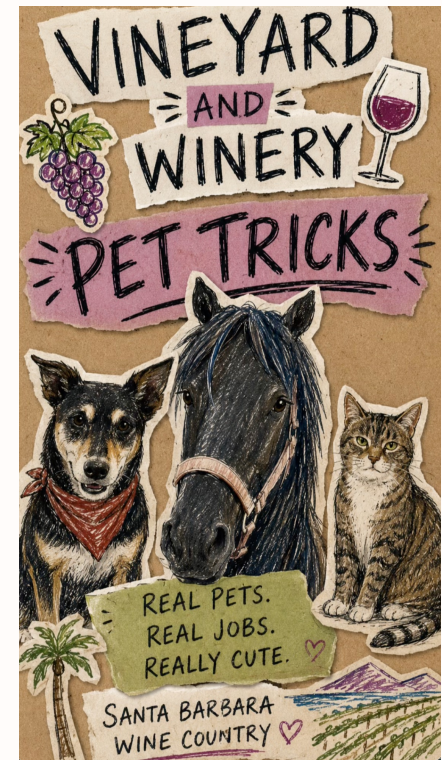
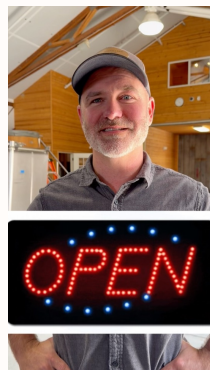
Our target audience is Gen X and Millennials. Our content will highlight our community, while occasionally scratching a 90s/early naughts nostalgia itch.

We will introduce our followers to local personalities (winemakers, vineyard managers, tasting room staff, our pets :), our culture of authenticity, and what makes our community distinctive beyond our transverse mountain range, because knowing the people behind the label gives greater meaning to the wine.



Social Media

EXAMPLES OF SOCIAL MEDIA



Current Year Community Educational Tastings

LOOKING AHEAD



Educational Tastings

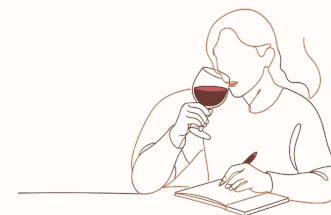
Our popular themed tastings continue.

- April 2026: Syrah @ Andrew Murray Vineyards
- July 2026: Chardonnay @ Tyler Winery's Fiddlestix Vineyard
- August 2026: Sauvignon Blanc @ Margerum Wine Co.
- November 2026: Red Bordeaux @ Native9
- December 2026: Sparkling Wine & Holiday Party @ Brick Barn Wine Estate



Special Seminars

- David Gardonio of Vinmonopolet Norway: How to Export to Norway
- Commerce7 & Wine Pulse: Metric Tracking Training & How it Applies to the Santa Barbara County Wine Region



Wine Reviewers

- Jim Gordon (JamesSuckling.com), April & May, 2026
- Jonathan Cristaldi (Cristaldi & Co., Decanter, The Tasting Panel), July, 2026
- Christy Canterbury (Jasper Morris: Inside Burgundy), August, 2026

Events: 2026 Vintners Festival

LOOKING AHEAD

Vintners Festival returns to a beloved venue!

Return with us on October 17, 2026 to the vineyards for an afternoon celebrating the wines, people, and sense of place that make Santa Barbara County one of California's most distinctive wine regions.



FIRESTONE ESTATE

Santa Ynez

Grand Tasting Of Wines From Over 60 Wineries
Superb Food From Over 20 Local Restaurants
Chefs, Artisans & Farmers
Live Music • Bubble Lounge

The 42nd Annual Santa Barbara Vintners Festival

For More Information & Tickets
sbvintnersweekend.com
or call (805) 688-0881

New Location!
Plenty of Parking!
Firestone Estate
4875 Foxen Canyon Rd, Santa Ynez

Saturday
October 17th, 2026
12pm-4pm



GENERAL ADMISSION (1PM) \$125
LOCALS DISCOUNT \$95
EARLY ENTRY (12PM) \$175

Financials

Santa Barbara Vintners
Wine Improvement District



Assessment Rate

1%

of gross sales revenue

The annual assessment rate shall continue to be one percent (1%) of gross sales revenue of assessed wine tasting facilities.



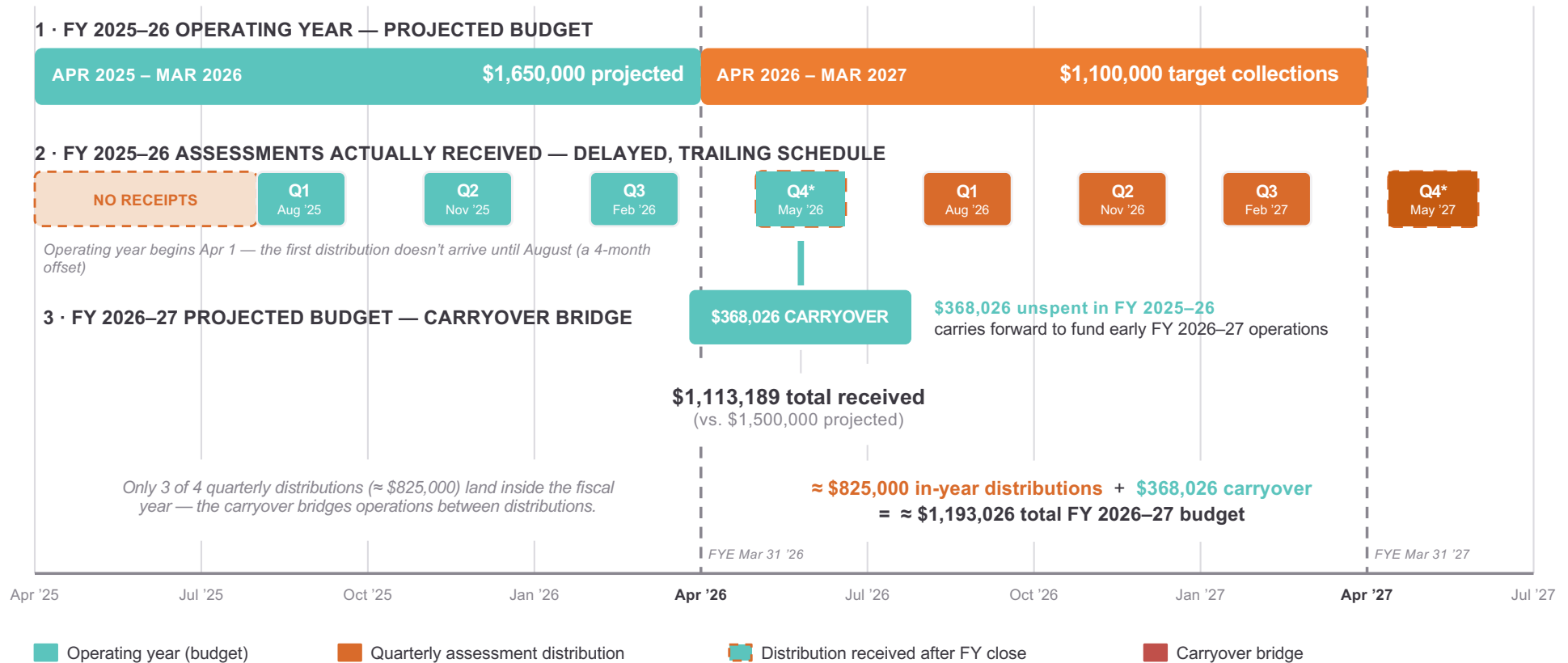
FY 2025–2026 Actuals

The projected estimated FY 25–26 collections were \$1,650,000. Actual collections were less than expected, totaling \$1,113,189, with the final quarterly payment received after the end of the fiscal year.

Category	Budget %	Initial Estimated Budget	\$ Collected	Actual %	\$ Spent	\$ Carryover
Promotions & Engagement	73%	\$1,204,500	\$812,628	73%	\$510,890	\$301,738
Administration	20%	\$330,000	\$222,638	20%	\$170,104	\$52,534
Contingency / Reserves	5%	\$82,500	\$55,659	5%	\$45,867	\$9,792
Collection Fee	2%	\$33,000	\$22,264	2%	\$18,302	\$3,962
Total	100%	\$1,650,000	\$1,113,189	100%	\$745,163	\$368,026

Assessment Timing & Carryover: FY 2025–26 Actuals → FY 2026–27 Budget

Operating years run April–March, but quarterly assessment distributions arrive on a trailing schedule — carryover bridges the gap.



* The final quarterly assessment distribution each year is received approximately two months after the fiscal year closes; FY 2025–26 carryover also reflects gradual first-year program spending (\$745,163 spent of \$1,113,189 collected).

Surplus & Other Funding

Surplus

\$368,026

There are carryover funds from FY 2025–2026 to FY 2026–2027. The cumulative surplus reserve is approximately \$368,026.

Other Funding

There are expected to be contributions from sources other than assessment funds. Estimated non-assessment funding for FY 2026–2027 includes:

- **Vintners Festival Revenue: \$162,000**
- **Grower / Business dues: \$27,000**
- **Grants: TBD**



Cost: FY 2026–2027 Projections

The anticipated total assessment collections attributable to FY 2026–2027 are approximately \$1,100,000.

Category	% of Budget	FY 26–27 Estimated Collections (3 quarters)	FY 25–26 Carryover	Total FY 2026– 2027 Budget
Promotions & Engagement	73%	\$602,250	\$301,738	\$903,988
Administration	20%	\$165,000	\$52,534	\$217,534
Contingency / Reserves	5%	\$41,250	\$9,792	\$51,042
Collection Fee	2%	\$16,500	\$3,962	\$20,462
Total	100%	\$825,000	\$368,026	\$1,193,026

Administration & Operations

The administration and operations portion of the budget will continue to be used for administrative staffing costs, office costs and other general administrative costs such as insurance, legal and accounting fees.

Collection Fee

A third-party collection agency shall be paid a fee up to two percent (2%) of the amount of assessment collected to cover its costs of collection and administration. Fees for audit services may be paid from delinquent or underreported assessment amounts recovered through those services.

Contingency / Reserve

The budget includes a contingency line item to account for lower than anticipated assessments or higher than expected program costs of 5%.

Thank You

Your passion and dedication have made this year remarkable. Together, we will continue to cultivate excellence, innovation, and community in our industry. Here's to a prosperous year ahead, filled with new opportunities and shared achievements.

**Thank you for supporting the
Santa Barbara Vintners.**



Santa Barbara Vintners Association

Statement of Financial Position

As of Jul 31, 2026

	As of Jul 31, 2026	As of Jul 31, 2025 (PY)	As of Mar 31, 2026 (PP)
Assets			
Current Assets			
Bank Accounts			
0900 US Bank Checking 0901	2,576.88	24,917.59	3,194.26
0960 American Riviera Bank 1384	261,039.59	20,976.42	288,275.24
0970 American Riviera Bank Savings	125,724.99	110,060.67	124,929.70
1002 Paypal	879.27	2,061.63	879.27
Total for Bank Accounts	390,220.73	158,016.31	417,278.47
Accounts Receivable	229,625.21	298,268.23	313,888.72
Other Current Assets			
1201 Due to/from	4,483.28	760.37	608.67
1300 Prepaid Expenses	43,497.75	0.00	21,457.19
QuickBooks Tax Holding Account	0.00	0.00	319.73
Total for Other Current Assets	47,981.03	760.37	22,385.59
Total for Current Assets	667,826.97	457,044.91	753,552.78
Fixed Assets			
1520 Office Equipment & Furniture	65,482.15	65,482.15	65,482.15
1521 Computer Software	2,880.54	2,880.54	2,880.54
1525 Accumulated Depreciation	-66,865.95	-66,865.95	-66,865.95
Total for Fixed Assets	1,496.74	1,496.74	1,496.74
Total for Assets	669,323.71	458,541.65	755,049.52
Liabilities and Equity			
Liabilities			
Current Liabilities			
Accounts Payable	37,613.70	30,766.71	8,871.89
Credit Cards	-6,953.60	19,398.20	-2,126.93
Other Current Liabilities			
2126 Deferred Revenue	0.00	0.00	18,000.00
2220 Sales Tax Payable	0.00	-63.47	0.00
Payroll Liabilities	176.54	-64.00	1,150.00
Total for Other Current Liabilities	176.54	-127.47	19,150.00
Total for Current Liabilities	30,836.64	50,037.44	25,894.96
Long-term Liabilities			
2035 SBA Loan 2021	475,947.55	489,232.01	480,524.69
Total for Long-term Liabilities	475,947.55	489,232.01	480,524.69
Total for Liabilities	506,784.19	539,269.45	506,419.65
Equity			
3900 Retained Earnings	248,629.87	-206,910.92	-206,910.92
Net Revenue	-86,090.35	126,183.12	455,540.79
Total for Equity	162,539.52	-80,727.80	248,629.87
Total for Liabilities and Equity	669,323.71	458,541.65	755,049.52

Santa Barbara Vintners Association

Statement of Activity

April-July, 2026

	Total
Revenue	
4000 Business Membership Dues	3,792.00
4015 Mission SB Wine Camp Income	18,000.00
4500 Events	
4510 Tickets	30,727.50
Total for 4500 Events	\$30,727.50
4580 Sponsors	10,000.00
4650 BID Income	
4652 BID Q3 2025	-0.38
4654 BID Q1 2026	-75.63
4655 BID Q2 2026	212,346.14
Total for 4650 BID Income	\$212,270.13
4900 Interest & Dividends	849.33
Total for Revenue	\$275,638.96
Gross Profit	\$275,638.96
Expenditures	
5000 Personnel Expense	
5100 Wages & Salaries	\$145,788.23
5190 Staff Services Contract	-26,666.68
5195 Payroll Taxes	11,190.08
5200 Employee Benefits	\$22,283.47
5360 Retirement Plan Processing Fee	187.50
Total for 5000 Personnel Expense	\$152,782.60
5400 Employee Generated Costs	\$6,426.77
5500 Office Expense	
5510 Rent - Office	2,812.50
5520 Storage	5,460.00
5565 Membership & Subscriptions	2,533.20
5570 Telephone	\$2,051.71
5580 Property Taxes	60.34
5585 Gifts	321.40
5590 Office Supplies	526.14
Total for 5500 Office Expense	\$13,765.29
5700 Member/Board Meeting Expenses	2,768.78
5800 Technology	
5820 Internet Service Expense	348.00
5830 Data Storage	39.96
5835 Office Hardware	648.68
5840 Website/Email Hosting	162.34
5875 Software Subscriptions	4,415.73
Total for 5800 Technology	\$5,614.71

Santa Barbara Vintners Association

Statement of Activity

April-July, 2026

	<u>Total</u>
5900 Postage & Mailing	267.50
6000 Event Expenses	
6015 Buses	8,073.00
6020.1 Catering	60.97
6035 Food Service	182.13
6055 Parking, Misc	275.00
6075 Rentals	\$19,980.66
6085 Supplies	489.60
6090 Wine Dinner	1,059.44
6095 Misc Event Expenses	987.80
Total for 6000 Event Expenses	\$31,108.60
7000 Marketing & Communications	
7002 Agency Travel and Visitation	\$5,574.86
7003 Press Tours	\$25,772.45
7014 Travel	11,073.35
7050 Printing	\$308.49
7100 Graphic Design	1,700.00
7120 Photography	2,000.00
7121 Video Production	5,000.00
7140 PR Retainer	40,000.00
7141 Marketing Retainer	6,500.00
7145 Marketing Collateral	529.12
7148 Public Relations	62.89
7150 Website Design and Development	3,300.00
7510 Digital Media Placement	2,139.85
7520 Print Placement	325.00
7523 Social Media Management	4,800.00
7525 Social Media Placement	625.00
Total for 7000 Marketing & Communications	\$109,711.01
7280 Travel Reim - Non Employee	8,698.82
7600 Professional Fees	
7610 Accounting Fees	
7610.10 Bookkeeping	1,806.25
7610.20 Taxes & Audits	3,145.00
Total for 7610 Accounting Fees	\$4,951.25
7620 Legal Services	66,210.50
7650 Consultant	6,625.00
Total for 7600 Professional Fees	\$77,786.75
7680 Insurance - Liability	
7680.10 Board of Directors Liability	2,108.00
7680.20 Liability & Property	7,484.00
Total for 7680 Insurance - Liability	\$9,592.00

Santa Barbara Vintners Association

Statement of Activity

April-July, 2026

	Total
7900 Finance Fees	
4658 HdL Processing Fees	4,671.48
7910 Merchant Card Fees	396.64
7915 Bank Charges	90.00
7935 Loan Interest	4,258.86
Total for 7900 Finance Fees	\$9,416.98
Total for Expenditures	\$427,939.81
Net Operating Revenue	-\$152,300.85
Other Revenue	
9200 Other income	
9201 In-Kind Donation	66,210.50
Total for 9200 Other income	\$66,210.50
Total for Other Revenue	\$66,210.50
Net Other Revenue	\$66,210.50
Net Revenue	-\$86,090.35

Accrual Basis

RESOLUTION NO. 26-03

A RESOLUTION OF THE BOARD OF DIRECTORS OF SANTA BARBARA VINTNERS ESTABLISHING A GOVERNANCE COMMITTEE

WHEREAS, the Santa Barbara Vintners (SBV) Bylaws authorize the Board of Directors (Board) to establish committees and to delegate such authority to those committees as the Board deems appropriate; and

WHEREAS, the Board desires to establish a Governance Committee to oversee matters relating to Board governance, including the review and recommendation of amendments to the Bylaws and other governing documents, administration and oversight of Board and officer elections, Board recruitment and nominations, Board composition and succession planning, and related governance policies and procedures.

NOW, THEREFORE, THE BOARD OF DIRECTORS OF SANTA BARBARA VINTNERS DOES HEREBY RESOLVE AS FOLLOWS:

SECTION 1. The Recitals set forth above are true and correct and are incorporated into this Resolution by this reference.

SECTION 2. There is hereby established a standing committee of the Board to be known as the Governance Committee (Committee).

SECTION 3. The Committee shall be composed of no fewer than three (3) members of the Board, appointed by the President of the Board, subject to confirmation by a majority vote of the Board. The President of the Board shall designate one member of the Committee as its Chair. Committee members shall serve at the pleasure of the Board.

SECTION 4. The Committee shall have the following duties and responsibilities:

(a) Review and recommend amendments to the Bylaws and other governing documents of SBV;

(b) Administer and oversee Board and officer elections, including the establishment and oversight of election procedures;

(c) Develop, review, and recommend governance policies and procedures for consideration by the Board;

(d) Periodically review and assess the effectiveness of Board governance practices; and

(e) Perform such other duties and responsibilities as may be delegated to the Committee by the Board from time to time.

SECTION 5. The Committee shall meet as often as necessary to carry out its responsibilities. Meetings of the Committee shall be noticed and conducted in accordance with applicable law and the Bylaws of SBV.

SECTION 6. The Committee shall report its activities, findings, and recommendations to the full Board.

APPROVED AND ADOPTED by the Board of Directors of SBV at a Regular Board Meeting thereof held on [DATE] by the following vote:

Ayes:

Noes:

Abstain:

Absent:

President, Board of Directors

Attest

Secretary to the Board of Directors

David deLaski

Co-Owner

Solminer Wine Company

David deLaski is the co-owner and operator of Solminer Wine Company, an independent Santa Barbara County winery and vineyard founded in 2012. Through Solminer's tasting room in Los Olivos, David engages directly with thousands of visitors and more than 750 wine club members, building long-term customer relationships and a strong connection to the Santa Barbara wine community. David and his wife Anna grow five acres of certified Biodynamic and Organic grapes at their home in Los Olivos and personally make and hand-bottle approximately 2,000 cases of wine each year.

Working across vineyard management, production, hospitality, direct-to-consumer sales and brand development, David has firsthand experience with small winery operations, including compliance, distribution, tourism, budgeting, staffing, marketing and long-term strategic planning. Solminer has been featured in publications including JancisRobinson.com, Sunset Magazine and the Santa Barbara Independent.

As the owner of an assessed winery, David has taken an active interest in the governance, finances and marketing priorities of the Santa Barbara County Wine Improvement District. He is particularly interested in ensuring that BID resources produce measurable value for assessed wineries and in developing clear and transparent governance practices.

David would bring to the Board the perspective of an independent winery owner with direct operational, financial and DTC experience. He believes effective regional marketing, strong governance and broad industry participation are essential to building awareness of Santa Barbara County and increasing visitation and sales at local tasting facilities.

Cheyne B. Sorensen, CFA
VP / Senior Portfolio Manager
Montecito Bank & Trust

Cheyne was born and raised in Portland, Oregon. He graduated from the University of Oregon with a Bachelor of Science in Economics. After graduating, Cheyne began working at a small investment firm in Portland, Oregon where he did individual security analysis and portfolio management. In 2017, Cheyne earned the Chartered Financial Analyst (CFA) designation, which is regarded as the most difficult certification in the investment industry. After that, Cheyne spent time further honing his relationship management skills with Fisher Investment International. In 2022, Cheyne joined the investment team at Montecito Bank & Trust as VP / Senior Portfolio manager, where he works with individuals, trusts, businesses, and non-profits. Cheyne greatly enjoys working directly with clients, customizing their investment portfolios, and contributing to the thought leadership of Montecito Bank & Trust's investment strategy.

Cheyne currently serves on two non-profit boards. First, a member of the finance board for the Goleta Valley Cottage Rehabilitation Hospital where he helps review the investment portfolios for two endowments. Second, the co-Treasurer for Explore Ecology where he helps with budgeting and cash flow management.

Cheyne's father is an avid wine enthusiast and makes his own wine under the label "One Man Band." Cheyne's namesake, Cheyne Weston, is also a lifelong wine maker and managing member of Weston Vinyards, out of Caldwell, Idaho.

Cheyne currently lives in Goleta with his wife and two children.