

RESOLUTION NO. 2025 - 158

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE COUNTY OF SANTA CRUZ DECLARING ITS INTENTION TO ESTABLISH THE SANTA CRUZ MOUNTAINS WINE IMPROVEMENT DISTRICT (SCMWID) AND FIXING THE TIME AND PLACE OF A PUBLIC MEETING AND A PUBLIC HEARING THEREON AND GIVING NOTICE THEREOF

WHEREAS, the Property and Business Improvement Law of 1994, Streets and Highways Code § 36600 et seq., authorizes the County to establish business improvement districts for the purposes of promoting tourism; and

WHEREAS, the Santa Cruz Mountains Winegrowers Association (SCMWA), winery owners, and representatives from the County have met to consider the formation of the SCMWID; and

WHEREAS, the SCMWA has drafted a Management District Plan (Plan) which sets forth the proposed boundary of the SCMWID, a service plan and budget, and a proposed means of governance; and

WHEREAS, the proposed SCMWID includes all wineries, existing and in the future, located generally within the boundaries of the cities of Santa Cruz, Saratoga, Scotts Valley, Capitola, and Watsonville; the towns of Los Gatos, Portola Valley, and Woodside; and portions of the unincorporated areas of the Counties of Santa Cruz, Santa Clara and San Mateo; and

WHEREAS, consent to include wineries in their respective jurisdictions will be requested from the cities of Santa Cruz, Saratoga, Scotts Valley, Capitola, and Watsonville; the towns of Los Gatos, Portola Valley, and Woodside; and the Counties of Santa Clara and San Mateo; and

WHEREAS, wineries that will pay more than fifty percent (50%) of the assessment under the SCMWID have petitioned the Board to establish the SCMWID;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF SUPERVISORS THAT:

1. The recitals set forth herein are true and correct.
2. The Board finds that assessed wineries that will pay more than fifty percent (50%) of the assessment proposed in the Plan have signed and submitted petitions in support of the formation of the SCMWID. The Board accepts the petitions and adopts this Resolution of Intention to establish the SCMWID and to levy an assessment on wineries within the SCMWID boundaries in accordance with the Property and Business Improvement District Law of 1994.
3. The Board finds that the Plan satisfies all requirements of Streets and Highways Code § 36622.
4. The Board declares its intention to establish the SCMWID and to levy and collect assessments on assessed wineries within the SCMWID boundaries pursuant to the Property and Business Improvement District Law of 1994.

5. The SCMWID shall include all wineries, existing and in the future, located generally within the boundaries of the cities of Santa Cruz, Saratoga, Scotts Valley, Capitola, and Watsonville, the towns of Los Gatos, Portola Valley, and Woodside, and portions of the unincorporated areas of the Counties of Santa Cruz, Santa Clara, and San Mateo, as shown in the map attached as Exhibit A.
6. The annual assessment rate is one percent (1%) of gross direct to consumer sales revenue on winery sales. Beginning in the second year of the SCMWID term, the assessment rate may be increased by the Owners' Association to a maximum rate of two percent (2%) of gross direct to consumer sales revenue on winery sales. The maximum increase or decrease in a year shall be no more than one-half of one percent (0.5%). If the assessment rate is increased, it may subsequently be decreased but shall not be decreased below a minimum of one percent (1%) of gross direct to consumer sales revenue on winery sales.

Based on the benefit received, assessments will not be collected on wholesale, purchases made outside of the state of California, or purchases made pursuant to contracts executed prior to November 1, 2025. Revenue generated from the SCMWID is intended only to provide programs and services for assessed wineries, 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. Assessment dollars will not be spent on any programs or activities to benefit individual wineries outside of the state of California. Assessment dollars may be spent outside of California to elevate the notoriety of the Santa Cruz Mountains as a premier winery destination with the desired outcome of increased in-person visitation to wineries paying the assessment.

7. The assessments levied for the SCMWID shall be applied toward Marketing & Brand Awareness and Business Improvement & Special Project programs to market assessed wineries in SCMWID as premier winery destinations, as described in the Plan. Funds remaining at the end of any year may be used in subsequent years in which SCMWID assessments are levied as long as they are used consistent with the requirements of this Resolution and the Plan.
8. The proposed SCMWID will have a five (5) year term, beginning November 1, 2025, or as soon as possible thereafter, and ending five (5) years from its start date, unless renewed pursuant to Streets and Highways Code § 36660.
9. Bonds shall not be issued.
10. The time and place for the public meeting to hear testimony on establishing the SCMWID and levying assessments is September 9, 2025, at 9:00 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at 701 Ocean Street, Room 525, Santa Cruz, CA 95060.
11. The time and place for the public hearing to establish the SCMWID and the levy of assessments is September 23, 2025, at 9:00 AM, or as soon thereafter as the matter may be heard, at the Board Chambers located at 701 Ocean Street, Room 525, Santa Cruz, CA 95060. The Clerk of the Board is directed to provide written notice to the wineries subject to assessment of the date and time of the meeting and hearing, and to provide that notice as required by Streets and Highways

Code § 36623, no later than August 9, 2025.

12. At the public meeting and hearing the testimony of all interested persons for or against the establishment of the SCMWD may be received. If at the conclusion of the public hearing, the owners of the assessed wineries within the proposed SCMWD that will pay fifty percent (50%) or more of the estimated total assessment of the entire SCMWD have filed written protests objecting to the establishment of the SCMWD, no further proceedings to establish the SCMWD shall occur for a period of one (1) year.
13. The complete Plan is on file with the Clerk of the Board and may be reviewed upon request.
14. This resolution shall take effect immediately upon its adoption by the Board of Supervisors.

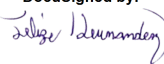
PASSED AND ADOPTED by the Board of Supervisors of the County of Santa Cruz, State of California, this 5th day of August, 2025, by the following vote:

AYES: Supervisor Koenig, De Serpa, Cummings, Martinez and Hernandez

NOES: None

ABSENT: None

ABSTAIN: None

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8/6/2025

Felipe Herandez
Chair of the Board of Supervisors

ATTEST:


DocuSigned by:

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8/6/2025

Juliette Rezzato
Chief Deputy Clerk of the Board

Approved as to Form:

Signed by:

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Jason M. Heath
Office of the County Counsel

EXHIBIT A District Boundaries





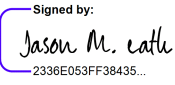
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Signer Events	Signature	Timestamp
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jason.heath@santacruzcountyca.gov		Viewed: 7/11/2025 12:45:10 PM
County Counsel		Signed: 7/11/2025 12:46:14 PM
County of Santa Cruz		
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Agent Delivery Events

Intermediary Delivery Events

Certified Delivery Events

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Witness Events

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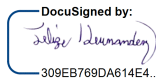
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Juliette Rezzato

Juliette.Rezzato@santacruzcountyca.gov

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