

# Santa Cruz Wine Improvement District



ATTACHMENT 6



# Update

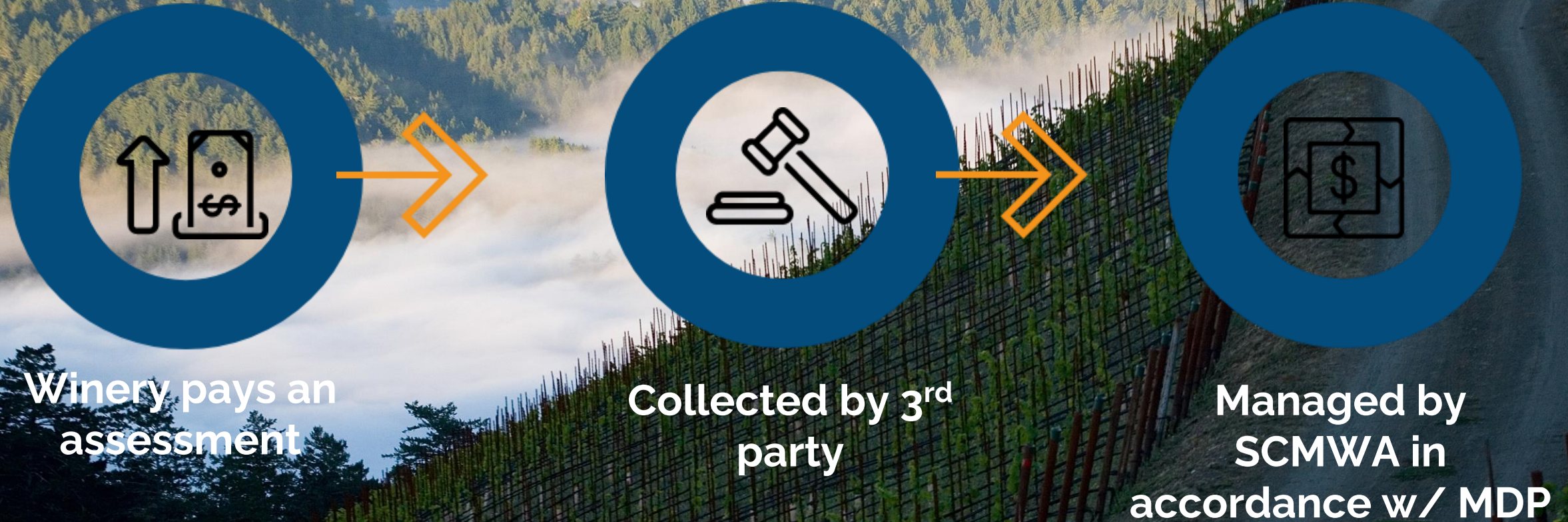
Petition Drive – 59.7% in support  
based on assessed value

Jurisdictions granted consent:

- Capitola
- Scotts Valley
- Saratoga
- Watsonville



# Wine Districts



## CHARACTERISTICS

- Level playing field—no free riders
- Transparency & Reliability
- Pass-through to guests



# Wine District Parameters

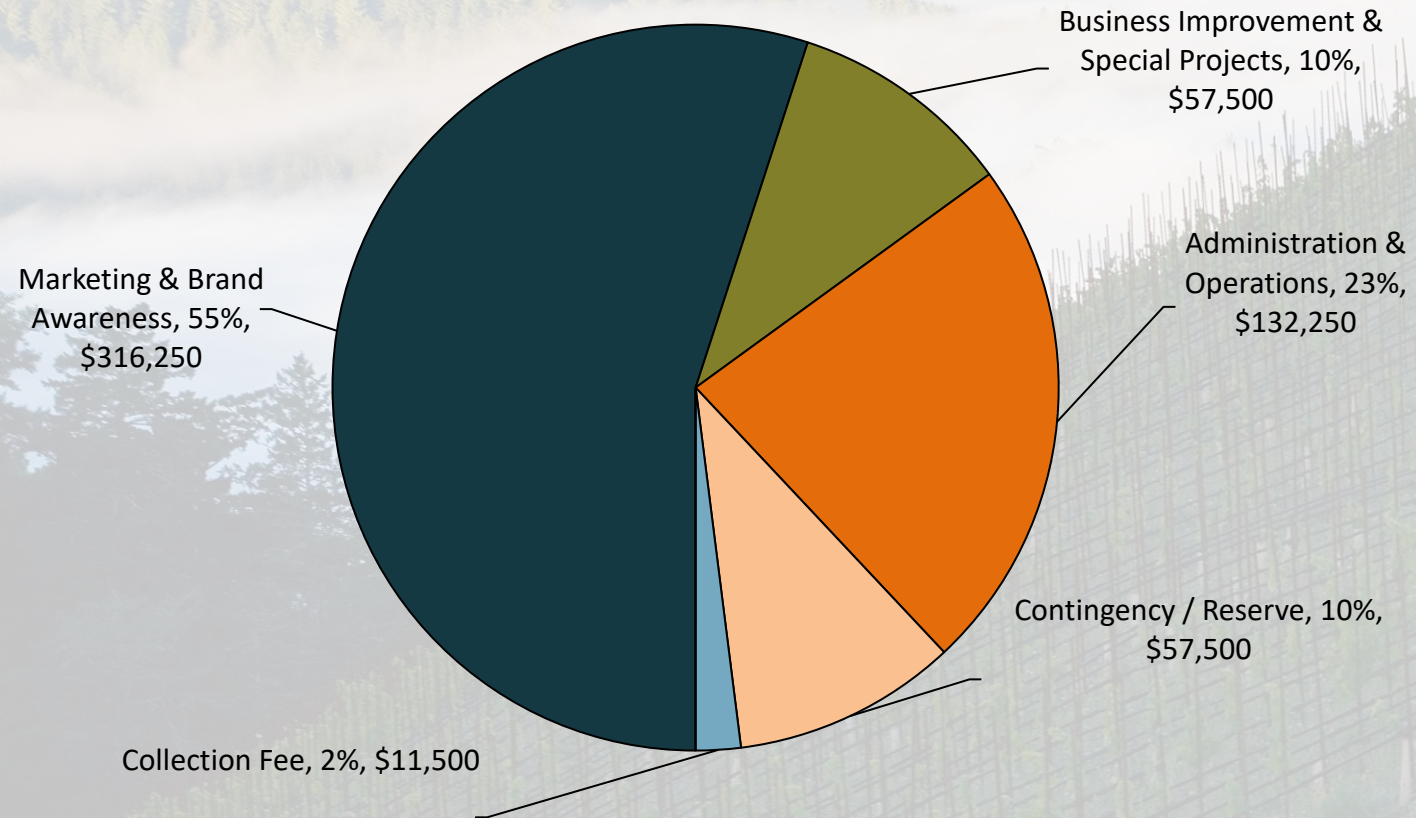
- **Term:** Initial 5-Year Term
- **Management:** Santa Cruz Mountains Winegrowers Association
- **Assessment Rate:** 1% of gross DTC wine sales. Beginning of year 2, may be increased up to 2% (increase max of 0.5% per year)

*\*2% ceiling may be reduced to 1.5% during Public Hearing*



# Wine District Parameters

Estimated Initial Annual Budget - \$575,000







## Key Services

- Business Improvement & Special Projects
  - Wine Trail Signage
  - Participation in Events and Hosting
- Marketing & Brand Awareness
  - Large-scale Digital & Print Advertising
  - Public Relations
  - Digital Marketing Campaigns



# Wine District Parameters

- **Boundaries include 11 jurisdictions:**

- **Portions of:**

- Santa Cruz County (*lead jurisdiction*)
    - Santa Clara County
    - San Mateo County

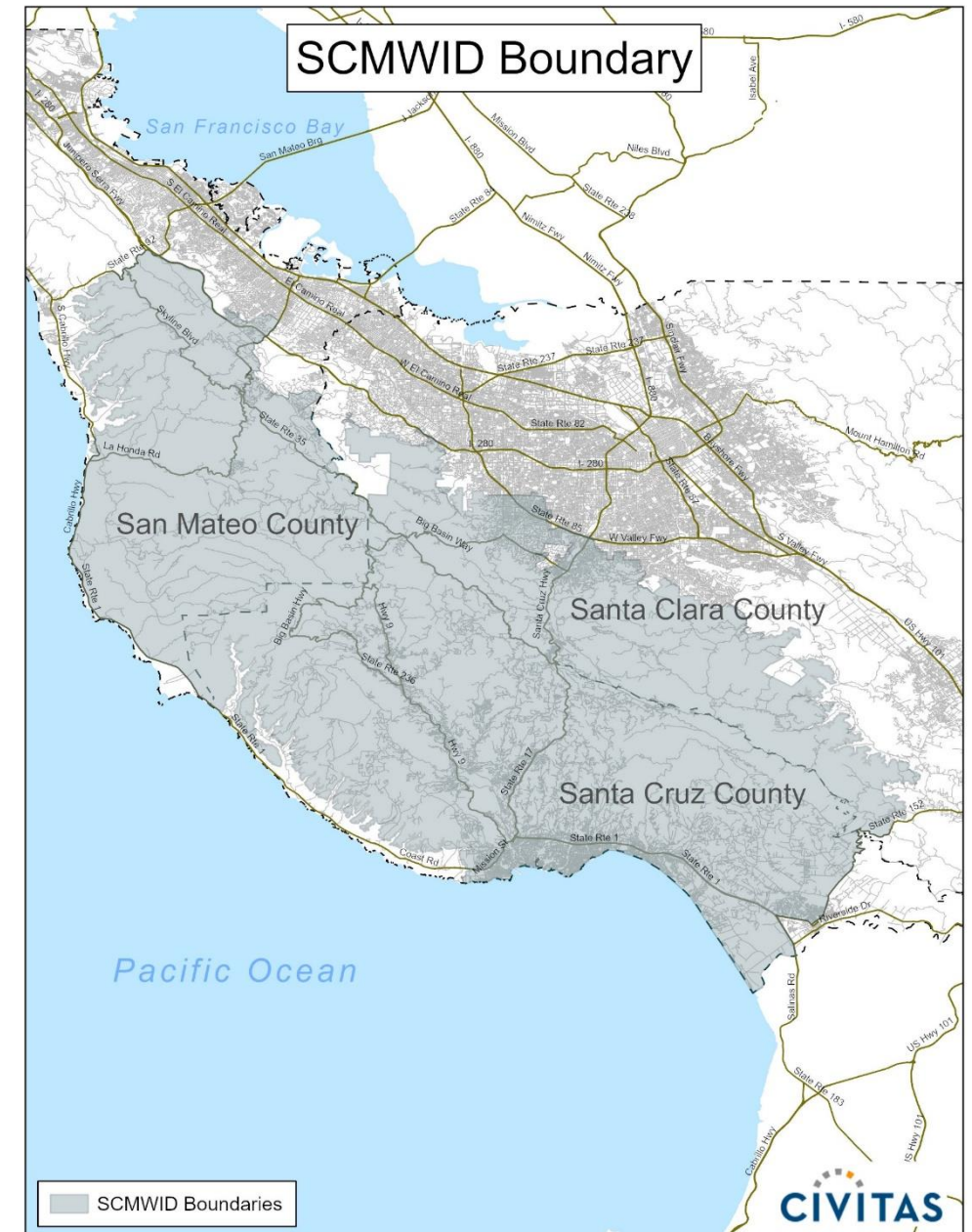
- **Cities:**

- Santa Cruz
    - Saratoga
    - Scotts Valley
    - Capitola
    - Watsonville

- **Towns:**

- Los Gatos
    - Portola Valley
    - Woodside

*\*boundary may be reduced during Public Hearing*





# Timeline

| Action  | Date                                |
|---|-------------------------------------|
| Feasibility Study   | August – November 2024              |
| Initiate WID Formation  | February 2025                       |
| Continued business outreach and consensus building to businesses, jurisdiction staff, and elected officials | February – October 2025             |
| Management District Plan (MDP)  | February – May 2025                 |
| Petition Drive  | May – July 2025                     |
| <b>Resolution of Intention &amp; Resolution Requesting Consent</b>  | <b>August 5, 2025</b>               |
|   | August 6, 2025                      |
|   | August 28, 2025 – <i>revised</i>    |
| Notice of Public Meeting/Hearing  | September 12, 2025 – <i>revised</i> |
| Resolutions Granting Consent to County of Santa Cruz  | August – September 2025             |
| <b>Public Meeting</b>   | <b>September 9, 2025</b>            |
| <b>Public Hearing</b>   | <b>October 21, 2025</b>             |