



October 2, 2025

Dear Mayor and Members of the Los Gatos Town Council
110 E. Main Street
Los Gatos, CA 95030

On behalf of the Santa Cruz Mountains Winegrowers Association, I want to express our deep appreciation for the Town of Los Gatos' consideration of the proposed Santa Cruz Mountains Wine Improvement District (SCMWID) and to share the importance of your support.

The Santa Cruz Mountains AVA is one of California's oldest and most distinctive winegrowing regions, encompassing over 480,000 acres and home to more than 75 small, family-owned wineries. Los Gatos is a gateway to this region, with several wineries, tasting rooms, and vineyard estates that not only contribute to the town's economic vitality but also to its cultural and historical identity.

The SCMWID is modeled after successful business improvement districts across California, including the Tourism Marketing District (TMD) already in place through Visit Santa Cruz and other wine districts, most recently, Santa Barbara County's. This program creates a sustainable, self-funded model where wineries within the district contribute a modest assessment that is reinvested directly back into marketing, promotion, and destination development for the benefit of all. Importantly, the district is widely supported by wineries across the AVA and Santa Clara County. Of the wineries that will be assessed, we've received support valued at 76%+. Los Gatos wineries affected by the assessment have also provided their support.

Your support matters. With Los Gatos' participation and support through passing a resolution granting consent to the County of Santa Cruz, we can ensure that this effort reflects the full scope of our region, uniting our communities to strengthen the visibility of Santa Cruz Mountains wines on retail shelves, wine lists, and as a driver of tourism. In doing so, Los Gatos stands to benefit from increased visitation, enhanced regional branding, and new opportunities for its businesses to thrive.

We are proud to represent a heritage of independent, family-run wineries that have invested generations of care into this land. The SCMWID ensures their legacy will be more visible, competitive, and sustainable for years to come.

We respectfully ask for your support of the Santa Cruz Mountains Wine Improvement District and look forward to working in partnership with the Town of Los Gatos to celebrate and strengthen our shared wine heritage.

With gratitude,

Sincerely,
Keikilani McKay
Executive Director
Santa Cruz Mountains Winegrowers Association

Santa Cruz Mountains Winegrowers Association
335 Spreckles Dr STE B Aptos CA 95003