



Open Letter to the Sonoma County Community

Dear Neighbors:

Wine runs deep in Sonoma County. The first grapes were planted in 1812, Buena Vista Winery was founded in 1857 and more than 250 wineries dotted the landscape in 1920. Today, more than 425 wineries comprise a highly acclaimed wine region responsible for more than 54,000 jobs, \$1.25 billion in wine-related tourism and an additional \$13.4 billion in local economic revenue.

We recognize that success and economic growth also bring challenges **to our community**.

As the leading voice for Sonoma County wineries, Sonoma County Vintners takes the responsibility of our deeply rooted connection to the community very seriously. People from all over the world visit Sonoma County for our wines and vineyards, our farm-to-table foods, our welcoming community, and the diversity and beauty of our land.

Our community's economic development, jobs, revenues and social services, as well as maintaining the beauty and rural character of this place we all call home, depend on thoughtful and responsible planning.

In that spirit, we are launching a "Community Connection" initiative.

As part of the new initiative, we are establishing a Compliance Manager position to help ensure use-permit compliance across our member wineries. We are also expanding our best practices education program to add seminars focusing on winery event execution and permitting, including noise restrictions, parking restrictions, septic permits and property infrastructure.

We are committed to being good neighbors and believe that we can address the challenges we face by working together. We welcome your comments and suggestions. Let us know your thoughts at feedback@sonomawine.com and visit www.SonomaWine.com/Community for more details.

Sincerely,

Jean Arnold-Sessions, Executive Director, Sonoma County Vintners