



Facts and Figures: Santa Barbara Wine Country



- ❁ Six Approved AVAs and 200+ Wineries
- ❁ 21,500 Acres Planted – Half the Size of Napa Valley
- ❁ Three Top Varieties: Chardonnay, Pinot Noir, Syrah
- ❁ More than 50 Different Varieties Grown

2016 Santa Barbara County Crop Report:

- 🍷 Bearing Acres of Wine Grapes: 21,349
- 🍷 Economic Value of Wine Grapes Harvested: \$151,629,764

Stonebridge Research:

- 🍷 Economic Impact of Wine (annually) in Santa Barbara County in 2013 - \$1.7 billion
- 🍷 Full-Time Equivalent Jobs in 2014: 9,158
- 🍷 Positive Local Tax Impact: \$93 million
- 🍷 860,000 Wine-Related Tourists Spent \$205 million
- 🍷 Charitable Contributions: cash, wine, auction items, venues

Opportunities for Enhanced County/Local Income and Jobs:

- 🍷 Increase in Winery Capacity Utilization (currently nearly half of SBC grapes shipped outside county)
 - Loss of \$1.2 billion in value of goods produced
 - Loss of 2,200 jobs
 - Loss of \$25.8 million in taxes
- 🍷 Increase in wine tourism
 - Santa Barbara County 860,000/San Luis Obispo County 1.5 million
 - Per capita sales tax increase with increased wine tourism

