



## City of Carmel-by-the-Sea

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Richard Vaughn  
Monterey County Economic Development Director  
168 W Alisal Street  
Salinas, CA 93901

Mr. Vaughn,

On behalf of the City of Carmel-by-the-Sea, I am writing to express my support for the Monterey County Vintners & Growers Association (MCVGA) as they explore the possibility of forming a Wine Heritage District (a wine business assessment to support the marketing of the area and industry). Please note that the City Council has neither reviewed nor taken a policy position on the matter to date. To assist them in this endeavor, I acknowledge the legal issues regarding proprietary information, and formally authorize the County to release relevant tax data related to wineries and retail wine establishments with tasting rooms operating in the City of Carmel-by-the-Sea to Civitas on behalf of MCVGA. This data sharing is essential to support MCVGA in its exploratory phase and is essential for this process.

As the City Administrator of the City of Carmel-by-the-Sea, I assure you of our full support for the investigative aspect of this initiative. We understand the importance of comprehensive data in informing strategic decisions regarding the formation of a Wine Heritage District. The insights gained from accessing tax revenue information from wineries and retail wine businesses with tasting rooms throughout the county, including those within our jurisdiction, will be critical in this process.

Furthermore, I would like to highlight our City's experience with Business Improvement Districts (BIDs) - of which a Wine Heritage District is one type. We have collaborated with various BIDs, including hotels and restaurants, gaining valuable insights into their formation and operation. Additionally, our past collaboration with Civitas, a leader in supporting the development of BIDs, has equipped us with a thorough understanding of the complexities involved in such processes.

I recognize the significance of this exploratory phase and the need for accurate and comprehensive data. Therefore, I am comfortable authorizing providing relevant County-wide tax data for this purpose. This data sharing, particularly concerning wine business-related tax information collected in Carmel-by-the-Sea, will support MCVGA's efforts in making well-informed decisions about the feasibility and structure of the Wine Heritage District.

Thank you for considering our request. We look forward to any required response and to continuing our collaborative efforts in supporting this type of economic development initiative in Monterey County.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chip Rerig".

Chip Rerig  
City Administrator  
Carmel-by-the-Sea