



March 22, 2017

The Honorable Marc Levine
California State Assembly, District 10
California State Capitol, Room 5135
Sacramento, CA 94249-0010

Re: SUPPORT – AB 297

Dear Assembly Member Levine,

Thank you for advancing efforts for the liquor license legislation for the California Wine Center project in Santa Rosa. I am writing in support of AB 297 to grant the project a “Type 78” liquor license.

I understand that this license will be an important tool for the California Wine Center to attain viability and stability for the long term. Specifically, it will allow other ABC license holders to serve on its board and work in its operation without violating California’s Tied House Laws and will permit the nonprofit to accept donated alcoholic beverage product and use it to advance its mission through sale and/or service on- or off- premise.

The California Wine Center will be transformative for downtown Santa Rosa. Preserving, protecting and celebrating the rich history, importance, and leadership of the California wine industry is important and dedicating a facility to this purpose is long overdue. It will provide a valuable asset for the California wine industry; its mission to serve as an education portal for wine country visitors, a convening location for the wine industry, and a catalyst for economic expansion and workforce development is realistic and achievable. The vision and goals of the California Wine Center will be fortified and amplified by passage of the legislation granting its right to the “Type 78” license.

The timing of the development and launch of the California Wine Center is fortuitous. As we struggle with ways to protect our agricultural lands in the face of ever-growing visitor volume and preserve the rural character of our most notable wine-grape growing regions, the California Wine Center will play an important role. Orienting, educating and managing wine country visitors will soften their environmental impact while simultaneously increasing their economic value.

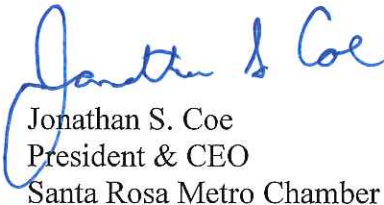


The California Wine Center's location in an urban area served by mass transit will reduce the vehicle load on our roads and it is proximate to the largest hotel room inventory in the area. The project is within walking distance of the soon-to-open SMART rail depot and Class I bike and hike trail. The California Wine Center's location and imprimatur will establish it as an industry-focused convening and assembly venue serving area wineries for trade education, promotion, and marketing events.

This is an important project for Santa Rosa, Sonoma County, the State of California, and its celebrated and revered wine industry.

We are pleased to add our name to the supporters of the California Wine Center and applaud your dedication to help the project achieve its goals.

Best regards,

A handwritten signature in blue ink that reads "Jonathan S. Coe". The signature is fluid and cursive, with the first name being the most prominent.

Jonathan S. Coe
President & CEO
Santa Rosa Metro Chamber

cc: Assembly Member Jim Wood, 2nd District