



At the direction of the Board of Supervisors, the Wine Industry Task Force, consisting of representatives from the Napa Valley Vintners Association, Napa Valley Grapegrowers Association, Napa County Farm Bureau and the Winegrowers of Napa County, have considered opportunities and proposals to provide economic stimulus to Napa County businesses through modifications of or clarifications to the Winery Definition Ordinance (WDO) or through the use of existing or revised temporary events ordinances.

Statement of Principles

The Wine Industry Task Force is unified in our support for the following principles:

1. For over 40 years the citizens of Napa County have held agriculture as the highest and best use of the county's unincorporated areas. The result has been the preservation and continued proliferation of a highly profitable grape and wine industry that is the primary economic driver of Napa County today. The long-term sustainability of Napa County's wine industry is predicated on the integrity of the Agricultural Preserve. We do not support any changes to the WDO or special events ordinances that threaten the viability or sustainability of the Agricultural Preserve.
2. The wine business is a global industry. Direct sales and consumer visitation at wineries are increasingly important factors enabling Napa Valley wines to compete with wines from other regions around the world. The quality of the visitor experience affects the competitive position of Napa Valley wineries.
3. Current economic conditions have put many Napa County businesses in jeopardy, including those in the wine industry and those directly dependent on the wine industry. Temporary or permanent changes to the County Code which support overall economic growth, conform to the principles in the General Plan, and do not benefit one industry at the expense of others are appropriate.
4. County enforcement of restrictions contained in the WDO and winery use permits is currently inadequate. In this environment, any code changes relaxing restrictions on wineries' activities may serve to encourage further expansion of disallowed activities. For any recommended changes to be effective, the County must implement an effective enforcement plan.
5. Any changes to the WDO regarding modifications to requirements for unsolicited prior appointments for tours and tastings at wineries should be assessed as to their potential environmental impacts and appropriate reviews should be taken.
6. Each of the industry groups will individually submit their positions with respect to the Special Event Permit concept.