



4/8/2021

ATTN: The Honorable Carlos Villapudua and The Honorable Robert Rivas
Members, California State Assembly State Capitol
RE: **AB239 Winery Container Bill**

On behalf of the Morgan Hill Chamber of Commerce (MHCOC), Wineries of Santa Clara Valley Corporation (WSCV) and VISIT Morgan Hill Organization, we issue our support for AB239. Silicon Valley has a rich history in wine growing and production that began in the 1800's. In fact, Santa Clara Valley was California's first premium wine producing region. Long a vibrant growing region for premium wine grapes, the Santa Clara Valley is now home to over three-dozen wineries, of every size and shape, from long established family operations to relatively small newcomers.

Wineries have been one of the sectors heavily impacted by the pandemic, suffering not only from a devastating loss in revenue from wine tasting and purchases but also through the cancellation of public, member and private events. According to the WSCV, in 2020 the total WSCV Membership revenue loss of wedding revenue alone accounted for approximately \$11.2 million with only 60% of weddings estimated to rebook. The loss in wine club member dinner events was approximately \$13.5 million, with an additional \$1.8 million loss in music events/tours. These numbers do not even take into account the loss of wine sales for the year. Those wineries that remained open continued to face challenges associated with outdoor only seating, glass reuse policies and food service requirements.

AB239 will give Santa Valley Wineries some much deserved assistance in recovering from the pandemic. The ability to refill winery containers will reduce the overhead of bottle purchases, decrease the opportunity for COVID19 transmission through glass reuse and is an environmentally sound practice. Wineries are a central component of Morgan Hill and South County's heritage, entertainment and tourism industry, which is already estimating a 10 times greater negative impact than the 9/11 tragedy. The MHCOC, WSCV and VISIT Morgan Hill support AB239 and advocate for the recovery and prosperity of the Santa Clara Valley Wine Industry.

Sincerely,

Brittney Sherman
CEO/President, MHCOC

Gena Guglielmo
Vice President, WSCV

Krista Rupp
Executive Director, VISIT MH

*The **Morgan Hill Chamber** has been advocating for business and building community since 1958. We represent over 500 businesses, 12,000 social media followers and 46,000 community members. The **Wineries of Santa Clara Valley** is comprised of 33 member wineries who grow grapes through sustainable agricultural winemaking & production practices, while also providing educational opportunities & public awareness about the cultural heritage, health benefits & responsible enjoyment of wine. **VISIT Morgan Hill** is a destination marketing organization, dedicated to executing tourism promotion programs to attract visitors and increase overnight hotel stays. Their vision is to have Morgan Hill recognized as a dynamic destination and a thriving local tourism economy.*

155 East Main Ave, #170, Morgan Hill, CA 95037 * (408) 779-9444* www.morganhillchamber.org