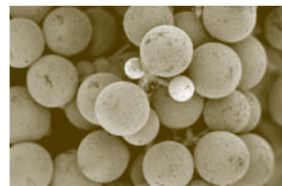


ECONOMIC IMPACT

PASO ROBLES AVA & GREATER SAN LUIS OBISPO COUNTY



Vibrant and growing, the Paso Robles wine industry has a significant impact on the local economy of San Luis Obispo County.

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- San Luis Obispo County's wine industry is largely concentrated in North County, which is primarily the Paso Robles AVA and accounts for more than 90 percent of the acreage and 90 percent of the number of wineries in the county, about 82.4 percent of the county's winery revenue and 82.5 percent of county wine production. Fifty-eight percent of Paso Robles grapes are sold out of the county, with more than two thirds of them going into value wines designated for California and Central Coast AVAs.
- Wine, vineyards and related industries, products and services generate \$1.785 billion in economic value in San Luis Obispo County, including employment of more than 8,100 persons, wages of \$241 million and more than \$86 million in state and local taxes. These jobs represent 7.5 percent of county employment, 9.2 percent of private sector employment and a major share of jobs created in the county in recent years.
- The economic impact of wine and wine grapes in the Paso Robles AVA is estimated at \$1.467 billion, employing 7,000 persons with a total payroll of \$182 million.
- Wine grapes, now San Luis Obispo County's highest value crop, represents one third of the county's total agricultural production value. With more than 29,000 acres planted into wine grapes, San Luis Obispo County produced an estimated 148,000 tons of wine grapes with an estimated value of \$151 million in 2006.
- In San Luis Obispo County, wineries are an important tourist draw, attracting over 1.2 million visits by tourists spending locally more than \$113 million and creating more than 1,800 jobs.
- Wineries, vineyards and related industries pay \$10.5 million in property taxes. Wineries and vineyards in San Luis Obispo County have a total assessed value of more than \$1 billion, reflecting the very high capital requirements of this industry.
- In a very conservative estimate, charitable contributions by the industry exceed \$1.1 million, not including many of the individual winery cash and in-kind contributions or many of the events in which wine becomes a vehicle for raising funds for community organizations.

Source:

MKF Research, St. Helena, CA, "Economic Impact of Wine and Winegrapes in the Paso Robles AVA and Greater San Luis Obispo County 2007."



FULL ECONOMIC IMPACT

WINEGRAPES & WINE IN THE PASO ROBLES AVA AND GREATER SAN LUIS OBISPO COUNTY

\$1,785 Billion

Paso Robles AVA + Greater San Luis Obispo Wine	Economic Impact
Full-time Equivalent Jobs	8,114
Wages Paid	\$241 million
Retail Value of Paso Robles AVA Wine	\$657 million
Retail Value of Greater San Luis Obispo County Wine	\$803 million
Number of Bonded Wineries	217
Wine Produced (9 liter cases)	3.2 million
Winegrape Bearing Acres	29,000
Value of Winegrape Crop	\$151 million
Allied Industry Revenues	\$51 million
Tourism Expenditures	\$113 million
Winery Tourists Visits	1.2 million
Charitable Contributions	\$1.1 million
Taxes Paid (State and Local)	\$86 million

