



# California Wine & Winegrape Impact on Santa Barbara County, California

California wine contributes quality jobs and significant tax and tourism dollars to national, state and local economies. Vintners and growers in California enhance the beauty and vitality of their communities through sustainable winegrowing practices, contributions to charitable and civic organizations and by maintaining healthy land and businesses for future generations.



**\$1.7 billion**  
in annual  
economic activity



**10,202**  
California  
jobs



**\$602.6 million**  
in annual  
wages and benefits



**327**  
Vineyard &  
winery operations



**1.1 million**  
tourists visits  
to wineries



**\$117.2 million**  
in annual  
tourism spending



**\$291.2 million**  
in annual charitable  
from all California  
counties combined

## State and National Economic Impact

### Economic Impact of California Wine on the California Economy



Employs  
**422,000**  
Californians



Generates  
**\$73.0 billion**  
in annual  
economic  
activity



Pays **\$7.9 billion**  
in taxes  
Annual state and federal  
business, excise &  
personal taxes



### Economic Impact of California Wine on the U.S. Economy



Employs  
**1.1 million**  
Americans



Generates  
**\$170.5 billion**  
in annual  
economic  
activity



Pays **\$21.9 billion**  
in taxes  
Annual state and federal  
business, excise &  
personal taxes

Visit [www.wine-economy.com](http://www.wine-economy.com) for more information.

Source: 2022 Economic Impact Report on Wine prepared by John Dunham & Associates