

AGENDA MATERIAL

DATE 7-2-19 ITEM NO. RA 26

ROGER PELTON
OLD PUEBLO CELLARS, L.L.C.
10088 N. SAINT PATRICK RD.
TUCSON, AZ 8572
520-551-1011

28
JUN 27 2019 PCC KCFH

June 27, 2019

Pima County Board of Supervisors
130 W. Congress St., 5th Floor
Tucson, AZ 85701

Re: Arizona Liquor License Job No.: 62747
Roger J. Pelton, Applicant
d/b/a Old Pueblo Cellars
Property Addresses: 10088 N. Saint Patrick Rd. and 4950 W. Oasis Rd.
7/2/19 Agenda Item 26

Dear Honorable Members of the Board of Supervisors,

My name is Roger Pelton and I grew up on a dairy farm in North Dakota. I attended college at North Dakota State and studied agronomy. In 1966 I moved to California. In 1970 we bought a property in Mariposa, California. This property had a vineyard. Thus, began my love affair with viticulture and oenology. We owned this property and the vineyard for 15 years. In 1980 we moved to McKinney, Texas and bought a property there as well. We sold the property in California in 1985. The farm and ranch in McKinney were primarily a livestock and hay ranch.

In 2008 we purchased a winter home in Tucson and in 2013 we bought the property on Saint Patrick Road. It consisted of 4.9 acres of land and I decided to plant grapes. With this venture we decided that organic farm practices with no added sulfites would be our plan. It takes about three years before grape vines start producing any quantity; so, in the meantime I sourced some additional organic grapes from a friend in California. In the vineyard, we are using the drip systems used in Israel for irrigation to conserve water. I believe there is nothing as beautiful as a vineyard hanging with fruit. I also believe that a vineyard enhances the value of the surrounding property. I have spent many thousands of dollars on the vineyard and landscaping.

I am 53 years in the advertising industry and am retired. Six years ago, my wife and I began working with the University of Arizona's Viticulture Department Head, Dr. Mike Kilby, and Southern Arizona's premier wine maker, Mark Phillips, to establish and identify the appropriate grapes suitable for the soil at the property. Upon this consultation, my family:

- Selected and planted five varieties of grapes:
 1. Sangiovese
 2. Tempranillo

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- 3. Malbec
- 4. Petite Sirah
- 5. Viognier
- Purchased the following equipment:
 - 1. SS tanks
 - 2. Picking bins
 - 3. Pump
 - 4. Testing equipment
 - 5. Barrels
 - 6. Bottling equipment
 - 7. Destemmers and crusher
 - 8. Pallet jacks / lift equipment
 - 9. Air supply
 - 10. Hot water and refrigeration equipment

For the processing of the grapes into wine.

- Construction of various outbuildings.
- Purchase of approximately 40 barrels and the filling of those barrels for the maturing of the wine.

We presently hold Federal Wine Making License Number, TTB Permit AZ-W-21059, issued on March 13, 2019.

I have now read the letters from my neighbor. Elizabeth Laughlin is a gardener with whom I have shared plants and with whom I have a good neighbor relationship. Her son Sam Houston, at the same address, prepared my website for Old Pueblo Cellars.

Prior to their letters, I have never had a complaint from them or anyone. The letters suggest "beer" and "distilled spirits" which is in error. The license here only involves wine. The

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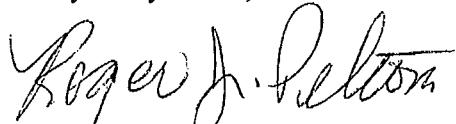
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establishment of this family owned, and operated viticulture and agricultural use serves among the highest possible land-use values.

1. It is a "green" use which uses little water, following in the strongest modern traditions of small business farming, championed by the leading viticulture states, California and Oregon. See, **EXHIBIT A**.
2. The potential few and intermittent wine tasters at the wine tasting room tend to be among the wealthiest demographic, feeding part of the agritourism movement like those in upstate New York. This demographic tends to be older, good drivers, and wealthy. They bring funds spent in the community without imposing any burdens on the schools or the police. Conversely, when they fall ill, they are excellent users of our local hospitals and promptly pay. In short, they are the ideal demographic for a community.
3. Vineyards are excellent neighbors. Without exception, every study of the Oregon wine industry, upstate New York, north San Diego County (and obviously Sonoma and Napa) show demonstrably increased values to adjoining properties actually protecting the rural lifestyle.

I am open to the imposition of reasonable and orderly conditions upon this Board's recommendation of approval to the State Liquor Department. I again renew my request to postpone so such details can be worked out with Staff and the neighbors. I ask that this matter either be approved or postponed to afford time to accomplish a satisfactory resolution with Staff and my neighbors.

Very Truly Yours,



Roger J. Pelton
Enclosure

University of California Small Farm Program

Agritourism

Agricultural tourism is a commercial enterprise at a working farm or ranch conducted for the enjoyment and education of visitors, and that generates supplemental income for the owner or operator.

Agritourism can include farm stands or shops, U-pick, farm stays, tours, on-farm classes, fairs, festivals, pumpkin patches, corn mazes, Christmas tree farms, winery weddings, orchard dinners, youth camps, barn dances, hunting or fishing, guest ranches, and more.

The UC Small Farm Program, working with county-based UC Cooperative Extension farm advisors, provides resources for agritourism operators and hosts California's statewide directory and calendar of agritourism operations.

Networking

[Sign up for our email newsletter](#) for everyone involved in California agritourism.

[Newsletter archives](#)



[Our Facebook page - Agtour Connections](#)

On this page:

- Survey of agritourism operators 2015
- [Survey of agritourism operators 2009](#)
- [Business planning & management](#)
- [Marketing an agritourism operation](#)
- [Permits & regulations](#)
- [More information](#)

Visit a farm or ranch?

[CalAgTour.org](#) is a statewide directory of agritourism operations.

- [Find a farm or ranch](#)
- [Find a farm trail](#)
- [Event calendar](#)

Farms and ranches: It's free to [sign up online](#). List your activities and events.

Current and Recent Projects

[Regional Agritourism Summits](#) for everyone involved in California agritourism were held in February and March, 2017 in Davis, Petaluma, Riverside and Modesto.

[Agritourism Conversations: Lunchtime webinars and online forum](#) - A series of practical webinars and an online forum for conversation on topics of interest to the California agritourism community - In partnership with [FarmsReach](#)

Agritourism Intensive 2015 - 2016 - agendas, handouts, presentations from 3-session classes in Modesto, Redding and Quincy

Mapping California Agritourism 2015 - maps created from multiple lists of agritourism operations and on-vineyard wineries.

Guide for Agritourism Associations - November 2015: Marketing Regional Farms and Wineries; A Guide for California Agricultural Marketing Groups

California Statewide Agritourism Summit: The California agritourism community gathered in Woodland on April 8, 2015 to plan for increased collaboration. [Learn more...](#)

Building a Farm Trail Project 2013 - 2015: Examples of farm trail map development and resources for collaborative agritourism marketing.

Discover California Farms... ...at California Fairs!: a guide to specialty crop promotion and education at California District and County Fairs [Learn more...](#)

Agritourism Intensive: [presentation](#) about the Agritourism Intensive Project, 2014

Materials and reports from other recent workshops and events

Preliminary results: survey of agritourism operators 2015

- [Influences Affecting Agritourism Success in the Western U.S.](#)

This presentation shares some results of a survey of agritourism operators conducted in early 2015 in both California and Colorado.

Survey of agritourism operators 2009

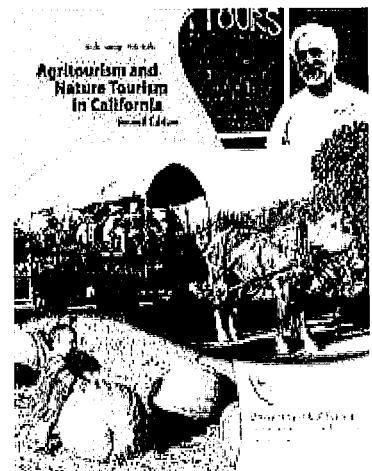
Researchers from UC Cooperative Extension and the UC Small Farm Program conducted California's first statewide economic survey of agritourism operators in 2009. Reports from the survey are below.

- [California agritourism operations and their economic potential are growing](#)
This peer-reviewed research article was published in *California Agriculture* Volume 65, No.2, April-June 2011.
- [First statewide agritourism survey yields early results](#)
This article is an overview of preliminary findings from the 2009 survey, from *Small Farm News* vol. 2, 2009.
- [Survey of California agritourism operators, 2009 \(1.96 MB\)](#)
This presentation shares additional data and graphs, and was first presented at the 2009 National Extension Tourism Conference

Business planning & management

- [Agritourism and Nature Tourism in California \(2011\)](#)
This 150-page workbook aims to assist farmers and ranchers in developing an agritourism enterprise.
- [Planning and Managing Agritourism and Nature Tourism Enterprises- A Handbook \(2006\)](#)
This 44-page primer includes articles on topics related to starting an agritourism operation and has a chapter on creating a business plan.
- [Agritourism enterprises on your farm or ranch: Where to start \(2008\)](#)
Peer-reviewed, 6-page article (PDF) with step-by-step introduction to dealing with regulations, for agritourism operators.
- [Factsheets and worksheets for getting started:](#)
 - [Assessing Your Assets](#)

- [Assessing Your Preferences, Options, and Goals](#)
- [Adding Value and Personalizing Your Services](#)
- [From A to Z: Potential Enterprises for Agricultural and Nature Tourism](#)
- [Creating a Business Plan](#)
- [Conducting Farm and Ranch Tours](#)
- [Safety and Risk Management](#)



Marketing an agritourism operation

- [Marketing strategies for agritourism operations \(2011\)](#)
Peer-reviewed, 21-page chapter (PDF) that explores marketing strategies, including understanding the market, developing messaging, launching a campaign and other topics tailored to agritourism operators.
- [Survey of agritourism visitors](#): These research briefs (PDFs) from the Small Farm Center are based on a 2004-2005 survey of residents in Yolo and Sacramento Counties, to examine consumer trends and agritourism.
 - [Information Channels Reaching Agricultural and On-Farm Nature Tourism Visitors \(2007\)](#)
 - [Consumer Demand for Agricultural and On-Farm Nature Tourism \(2005\)](#)
- [General California tourism information](#)
Statistics and information from the California Travel & Tourism Commission.
- [Marketing factsheets](#):
 - [Why People Vacation](#)
 - [On-Farm Customer Relations](#)
 - [Marketing Equals the Four Ps](#)
 - [Tips for Building Marketing and Community Partnerships](#)
 - [Top Marketing Ideas for Agritourism Operations](#)

Permits & regulations

- [Planning for and Regulating Agritourism in California](#)
Resources and links with examples of regulatory language related to agritourism in California, intended primarily for use by county planners, agritourism advisory committees, regulators and other decision makers.
- [Agritourism enterprises on your farm or ranch: Where to start \(2008\)](#)
Peer-reviewed, 6-page article (PDF) with step-by-step introduction to dealing with regulations, for agritourism operators.
- [Agritourism enterprises on your farm or ranch: Understanding regulations \(2008\)](#)
Peer-reviewed, 8-page article (PDF) that explains categories of regulations affecting agritourism operators, including which rules fall under whose jurisdiction.
- [Obstacles in the Agritourism Regulatory Process \(2003\)](#)
Brief (PDF) from the UC Agricultural Issues Center examines perspectives of agritourism operators and officials in 10 California counties.
- [AB 2168: Farm Stand Regulations](#)
This article from *Small Farm News* explains AB 2168, which took effect in 2009.
- [California Agricultural Homestay Bill \(AB 1258\)](#)
Text of the bill.

More information

- [What is Agritourism?](#)
Defines various types of agritourism operations
- [All about Agritourism](#)
A presentation by Ellie Rilla at the Feb. 2012 Sonoma Agritourism Workshop

- **Regional agritourism studies**
Articles and presentations by members of the UC Agricultural and NatureTourismWorkgroup:
 - [Unique Niches: Agritourism in Britain and New England](#)
 - [Agritourism Benefits Agriculture in San Diego County](#)
 - [El Dorado - From Gold Rush to Agritourism: The Search for Sustainable Development in California](#)
- [Small Farm News Agritourism Farm Profiles](#)
Archived stories of individual agritourism operations in California and elsewhere.
- [Additional Resources](#)

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