

IDAHO WINE COMMISSION

2020
Year In Review



Dear Idaho Wine Industry -

This year the Idaho wine industry has learned to pivot through these ever changing times. More than ever we have seen neighbors helping neighbors to get through this season. Because of this attitude we know the Idaho wine industry can make it through these times together.

Before COVID-19 hit we were able to hold a successful Annual Meeting at the Riverside Hotel in Boise with 13 speakers and 110 attendees each day. Through COVID-19 we have increased our individual industry meetings with members to keep everyone updated on the happenings, along with a section on our resource page to house all COVID-19 related information. Though Idaho Wine Month didn't see a Savor Idaho Event, we did create a new partnership with DairyWest and Albertsons to have virtual wine and cheese pairings all month long. With the successful 2020 Idaho Wine Competition we started a new program called Taste Idaho Gold giving consumers the opportunity to purchase a mixed case of gold medal winning wines bringing in \$4,451 in profit.

The Idaho Grape Growers & Wine Producers Commission received a 2020 USDA grant totaling \$190,820. These grant disbursements are being used to fund supplement marketing and educational projects in accordance with our general endeavors and direction from industry members. These supplemental projects help to advance research and resources for the industry and to improve the perception of Idaho wine within the gem state.

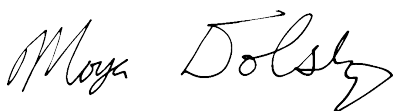
Under our current grants we have had a few projects that have had to be reconfigured including the Media Tours, Seattle Media Mission, Restaurant Support Campaign and Road Show. These projects will be implemented in early 2021.

Financially, due to COVID-19, the IWC's budget has seen a 32% decrease due to the inability to host large events. Resulting in having to reduce staff size from four full time employees to three full time employees. We are focusing our efforts on creating more educational opportunities for our members through grant funding and to continue to execute our current grant funding. With 2020 becoming the year of virtual this allows us to reach the entire state with everything that we do. The only consumer event planned this year is Savor Idaho, which is still dependent on Covid.

Assessments help fund industry growth by aiding with marketing and promotions to reach consumers and trade at new levels. In addition, they assist in improving the quality and reputation of the Idaho wine industry through research and educational opportunities. These funds have and will continue to enable the industry to grow and effectively promote the industry.

This past year may have looked quite different than years past but we want you to know we are here to support you in any way we can. We look forward to 2021! If you have any questions, comments or concerns, please feel free to ask.

Sincerely,



Moya Dolsby | Executive Director | Idaho Grape Growers & Wine Producers Commission



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821 W. State Street, Boise, Idaho 83702

IDAHO WINE COMMISSION

Mission, Vision, Values & Priorities

MISSION

Be the united voice to market, promote and champion all Idaho's growers and winemakers

VISION

Sustain a growing wine industry respected for its committed growers and producers, passionate consumers, and distinctive wines

VALUES

Inclusive - whole and undivided

Kind - helpful, caring & uplifting

Clear - easy to perceive & interpret

Respectful - see & show high regard for all

STRATEGIC PRIORITIES

Build consumer awareness & brand loyalty

Build education & resources for growers & producers

Gain sustainable funding to promote Idaho wine over time

Pursue effective legislation to ease path to market



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IDAHO WINE COMMISSION

2020 Highlights

\$209.6

MILLION

economic impact in
2017

\$190,820

**SPECIALTY CROP
BLOCK GRANT**

funds received in 2020

15.5%

MARKET SHARE

of all wine sold in
Idaho 15.5% was
Idaho Wine in 2019

Passed Warehouse Legislation to allow for wine storage in Idaho

1,265

NEW VISITORS

to the IWC website,
228,878 total
pageviews

41

MILLION

total audience reached
with earned media
coverage

43

**MEDIA
PLACEMENTS**

includes regional &
national coverage

36.35%

OPEN RATE

of all IWC emails

16.7

THOUSAND

engagements
(comments, likes,
shares) on IWC social
media channels

1,267

**NEW
FOLLOWERS**

on IWC social media
channels

23

BLOG POSTS

written highlighting
industry members

258

TOUR BROCHURES

distributed &
downloaded from
website, 20,000 printed
& distributed across state

Idaho Wine Competition Best of Show - Williamson 2019 Albariño

8

**EDUCATION
SEMINARS**

Wise, Fahlgren Mortine,
Joel Perez, Kade
Casciato, Tony Domingos

582

BOTTLES

sold through Taste
Idaho Gold program

8

CONFERENCES

IWC staff attended
virtually

\$763

TRAVEL FUNDS

awarded to Travis Walker
& Martin Fujishin

110

ATTENDEES

each day at the Annual
Meeting with 13 speakers

18

VINEYARD

meetings with 6 round
tables throughout Idaho

160

WINES ENTERED

in Idaho Wine Competition
39 gold medal wines

60

MEMBER MEETINGS

virtual check-in's with
IWC staff



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IDAHO WINE COMMISSION

2020 Budget Breakdown

WINE EXCISE TAX

Wine Excise Tax is \$0.45 per gallon (\$6,106,980 in 2019)

- 83% Allocated to General Fund (\$0.38 or \$5,068,793)
- 12% Allocated to Substance Abuse (\$0.05 or \$732,837.6)
- 5% Allocated to Idaho Grape Growers & Wine Producers Commission (\$0.02 or \$305,349)

Every \$1 of Wine Excise Tax based investment was associated with \$260 in business revenues across the state

2020/2021 Budget

Brand Loyalty

\$404,213*

***\$389,113 SPECIALTY
CROP BLOCK GRANT
FUNDING**

51.26% OF TOTAL BUDGET

Marketing
Advertising
Public Relations
Website
Tour Brochure

Education

\$84,831*

***\$54,581 SPECIALTY
CROP BLOCK GRANT
FUNDING**

10.76% OF TOTAL BUDGET

Vineyard Consultant
Industry Travel Funds
Annual Meeting
Idaho Wine Competition
Road Show

Operational

\$327,793

41.57% OF TOTAL BUDGET

Office Space
Professional Services
Travel
Insurance
General Office
Staff Salaries
Payroll Overhead
Benefits

COVID-19's Impact on IWC's Budget

- Inability to hold large events led to a 32% budget cut
- Reduced staff from 4 to 3 (3 remaining employees cut hours last QTR of 2020)