

Idaho Grape Growers and Wine Producers Commission

2019 Year In Review

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

Top 9 for 2019

1

\$209.6

MILLION

economic impact in 2017

2

\$314,640

Specialty Crop Block Grant funds received

3

358

MILLION

Unique Media Impressions

4

1,425

EVENT ATTENDEES

at Savor & Sippin'
85% new | 15% returning

5

36.35%

OPEN RATE

of all IWC emails

6

57

INTERACTIONS

with journalists through media missions & visits

7

158

ATTENDEES

at the Annual Meeting with 14 speakers

8

36

VINEYARD

meetings with 6 round tables throughout Idaho

9

150

WINES ENTERED

in Idaho Wine Competition - 25 gold medal wines

2019 Legislative Session

Updated Idaho Dessert Wine Legislation to match Federal Dessert Wine Legislation

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821 W. State Street, Boise, Idaho 83702



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WINE EXCISE TAX

Wine Excise Tax is \$0.45 per gallon (\$6,017,040 in 2018)

- 83% Allocated to General Fund (\$0.38 or \$4,994,143)
- 12% Allocated to Substance Abuse (\$0.05 or \$722,044)
- 5% Allocated to Idaho Grape Growers & Wine Producers Commission (\$0.02 or \$300,071)

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

2019 Budget Structure

Brand Loyalty

\$536,672*

***\$452,192 SPECIALTY
CROP BLOCK GRANT
FUNDING**

50% OF TOTAL BUDGET

Marketing/Advertising
Public Relations
Events
Media Tours
Website
Brochure

Education

\$178,577*

***\$122,577 SPECIALTY
CROP BLOCK GRANT
FUNDING**

16% OF TOTAL BUDGET

Vineyard Consultant
Industry Travel Funds
Boot Camp
Annual Meeting
Idaho Wine Competition
Road Show
Economic Impact Study

Operational

\$355,587

33% OF TOTAL BUDGET

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

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COMMISSION**

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