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

#IdahoWines | IdahoWines.org
821 W. State Street, Boise, Idaho 83702
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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