



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

## **WINERY MARKETING COMMITTEE October 13, 2020 Meeting Minutes**

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Tuesday, October 13, 2020.

The meeting was called to order at 9:03 a.m.

In attendance were committee members Jon Bjork, Todd Maley, Jorja Lerner, Dan Panella, & Dave Phillips. A quorum was established.

Others present were Nina Schatz (Peltier Winery) and Kendra Altnow (LWC Board Chair and LangeTwins Family Winery & Vineyards).

Staff present were Stuart Spencer, Jenny Heitman, and Katie Crippen.

Meeting minutes from the June 1, 2020 and July 6, 2020 meeting were reviewed and approved. Bjork/Phillips carried. **(Exhibit A & B)**

### **PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA**

No public comments.

### **COVID-19 & WINERY OPERATIONS UPDATES**

Attending wineries provided an update on current tasting room operations. Both Oak Farm Vineyards and Harney Lane Winery reported that they are serving guests outside with bottle and by-the-glass options. Peltier Winery is serving guests outside with tasting flights, as is Michael David Winery by reservation. Both Peltier and Michael David are running into challenges with large groups who are attempting to visit with or without reservation. LangeTwins Winery is currently not open for bottle or glass service or tasting but is working on an alternative to reopen. LangeTwins reported that their curbside pickup and flights to go have been very successful.

### **WINERY MARKETING COMMITTEE STRATEGY & IDEAS**

The committee discussed ideas for ongoing winery promotions. Ideas included 1) Continuing to promote Lodi as a safe getaway destination with many options for stays including hotels and rental homes; 2) Highlighting Lodi's community as willing and considerate hosts; and 3) Opting for smaller events more frequently throughout the year versus large scale events.

## **2020/2021 SCHEDULED WINERY ROAD SHOWS**

Due to continuing cancellations, the committee will not be sponsoring Road Shows for the rest of the 2020 calendar year.

### **San Diego Bay Food & Wine Festival (November 13 & 14, 2020) – Cancelled**

The San Diego Bay Food & Wine Festival is the only Road Show that the Commission has paid a participation fee. Staff has reached out to event organizers and has asked for a refund rather than rolling over the participation fee to the 2021 event.

### **ProWein (March 19 – 23, 2021)**

ProWein plans to move forward with an in-person event.

### **Food & Wine Classic in Aspen (June 18 – 20, 2021)**

The Commission's 2020/21 advertising agreement with Food & Wine allows for the opportunity to secure up to five tables at the 2021 Food & Wine Classic in Aspen. Tables would be placed together in the main tasting tent. Staff surveyed attending committee members as to intent to participate in 2021. Michael David reported that they have rolled over their 2020 participation fees to the 2021 event. Oak Farm reported that they would be interested in going so long as tables are within the main tasting tent. LangeTwins reported interest but has not yet discussed attending the event yet.

## **LODI WINE & CHOCOLATE 2021 – ALTERNATIVES & OPTIONS**

Staff presented the committee with an alternative event format for 2021 (**Exhibit C**). The proposed reservation-only based format would spread out customers and control traffic at each participating winery location. Attendees would be required to pre-select their tasting locations at time of ticket purchase. Wineries would have the opportunity to define the number of guests they were able to accommodate. The committee discussed extending the weekend from February 12 –14 to February 12 – 15. Staff will survey Lodi wineries for feedback and ideas regarding proposed 2021 event logistics.

## **2020-21 YEAR-TO-DATE BUDGET REVIEW**

A budget for period ending August 2020 was presented (**Exhibit D**). To date, contribution income is at 3% (\$2,625). Contribution income will continue to increase as dues are submitted. Staff also pointed out that going forward the whole budget will be present, not just the Winery Marketing Committee budget.

## **REPORTS FROM OTHER COMMITTEES**

### **Grower Marketing Committee**

**Save the Old Vines Campaign (October-November, 2020)** –The campaign will highlight Lodi's rich viticultural history through its old vine vineyards and wines and the people behind both. The campaign is supported by a dedicated website (savetheold.com) and partnerships with Wine Enthusiast, VinePair, Wine Business Monthly, and Hearst Communications/SF Chronicle. The campaign will be augmented through email marketing, social media, and public relations efforts including a Facebook LIVE virtual tasting on November 10 at 4:30pm PST.

**Grower Relationship Mailing (December 2020)** – Staff is currently organizing an industry mailing utilizing the new Lodi Wine Growers brand. Key objectives are to 1) Elevate the perception of quality of Lodi winegrapes and wines; 2) Favorably position Lodi winegrapes and growers with high-intent and 3) Foster existing relationships between buyers and Lodi growers and establish new relationships. Marketing collateral provided to recipients may include a backpack, notebook, water bottle or mug, power bank, hat, and more. The goal is to distribute early December.

**Lodi Wine Virtual Masterclass with Elaine Brown & SOMM Foundation (October 14 & 15, 2020)** – Due to COVID-19 concerns, the previously planned Somm Camp with SOMMFoundation (Sept. 13-17) was cancelled. In place of in-person tours, the Commission has contracted with SOMMFoundation to provide two 2-hour education sessions, October 14 & 15. Twenty-four media received a total of 12 Lodi wines and will be guided through the tastings and provided general education on the region by moderators Elaine Brown and Stuart Spencer in addition to a handful of Lodi growers and winemakers.

**Wine Enthusiast 21<sup>st</sup> Annual Wine Star Awards** – 2020 nominees include Brad & Randall Lange for Social Visionary of the Year and Michael David Winery for American Winery of the Year.

**PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA**

No public comment.

**AGENDA ITEMS FOR FUTURE MEETINGS**

No items were requested for future meetings.

**SET NEXT MEETING DATE**

The next meeting will be at 9:00 a.m. on Monday, November 9, 2020.

**ADJOURN**

The meeting was adjourned at 10:14 a.m.

Respectfully submitted,  
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

## WINERY MARKETING COMMITTEE June 1, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Monday, June 1, 2020.

The meeting was called to order at 9:02 a.m.

In attendance were committee members Jon Bjork, Jorja Lerner, Todd Maley, Susan Tipton, Dave Phillips, Jason Eells, Tanya McMahon and Dan Panella. A quorum was established.

Others present were Nina Schatz (Peltier Winery), Robin Black (Acquiesce Winery & Vineyards), Jillian Mulrooney (LangeTwins Winery & Vineyards), and Nancy Beclman (Visit Lodi).

Staff present: Stuart Spencer, Jenny Heitman, Katie Crippen and Sherri Cascaden.

Meeting minutes from the May 11, 2020 meeting were reviewed and approved. Bjork/Lerner carried.

### PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

### COVID-19 & Winery Operations Updates

At this point in time, wineries are not able to open unless food is served with wine. Guidelines for wineries opening without food are supposed to be addressed and expressed to the public in a few days. Governor Newsom has expressed that it will be "days not weeks" before all wineries should be able to open. Wineries should expect to enforce the wearing of face masks, social distancing, and possible reservation-based systems.

### 2019/2020 SCHEDULED WINERY ROAD SHOWS

Below is the list of Road Shows scheduled for the 2020 year. At this point, the committee has decided to hold off on signing up/paying for events until it is clear that the events will take place.

CA Wine Festival – Santa Barbara (September 11 & 12, 2020)

Breckenridge Wine Classic (September 17-19, 2020)

Las Vegas Food & Wine Classic (October 2-3, 2020)

Northwest Food & Wine Festival (November 14, 2020)

San Diego Bay Food & Wine Festival (November 13 & 14, 2020)

## WINERY CONTRIBUTIONS – ALTERNATIVE REVENUE

Ideas for creating alternative revenue in place of Wine & Chocolate was to be discussed.

Unfortunately, ideas were not presented. The committee concluded that the Lodi Wine & Chocolate event needs to happen to continue supporting the Winery Marketing Committee. Ideas presented for the 2021 Lodi Wine & Chocolate event were:

- Reservation based system
- Only having Wine & Chocolate dinners spread over the course of the weekend (no Saturday or Sunday event)
- Auction element
- In the vineyard experiences

At this point in time, it is difficult for the committee to make decisions regarding any future events until guidelines are introduced by the government regarding events as well as a timeline as to when events can begin.

## 2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending April 2020 was presented. Most numbers did not change as there has been little activity with events, printing, etc. To date, contribution income is at \$62,425. There are an estimated 8-10 wineries that have not paid their 2019/2020 contributions.

## 2020-21 Budget Request

A budget request for the 2020-2021 FY was presented. The budget was broken up into three categories: Consumer Promotion which includes wine trail maps, graphic design, advertising, and directional signage, Events & Road Shows which includes Road Show fees, supplies, travel for events and maintenance on Road Show supplies, and Activities Support which includes meeting expenses, office supplies, bank fees and postage.

The proposed budget is:

### Consumer Promotion

Maintenance Directional Signs - \$2,500

Wine Trail Maps - \$20,000

Graphic Design - \$15,000

Advertising - \$15,000

Printing & Materials - \$7,500

Public Relations - \$2,000

### Events (Roadshows)

Promotional Sponsorship - \$30,000

Supplies & Maintenance - \$30,000

Travel - \$7,500

### Activities Support

Meeting Expenses - \$2,500

Office Supplies - \$1,000

Merchant/Bank Fees - \$500

Postage - \$1,500

The proposed budget will now be taken to the Lodi Winegrape Commission board for approval.

#### REPORTS FROM OTHER COMMITTEES

- 1) Staff reported that the 2020/21 marketing plan has been decided upon and that most ads will be digital with a few interspersed ad placements. A Save the Old Vines campaign will be introduced soon and will potentially start in October/November 2020.
- 2) Staff reported that an Asian Buyers Tours will take place in Lodi in May/June of 2021. Also, a Modern Farmers Series will be introduced by the Commission. Timing is unknown at this point due to COVID.

#### PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

No public comment.

#### AGENDA ITEMS FOR FUTURE MEETINGS

No items were requested for future meetings.

#### SET NEXT MEETING DATE

The next meeting will be at 9 a.m. on Monday, July 6, 2020 and will be a virtual meeting hosted through Go to Meeting. The committee will be issued an access code to join the virtual meeting. The access code and any other items needed for the meeting will be emailed to all committee members.

#### ADJOURN

The meeting was adjourned at 9:48 a.m.



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

## WINERY MARKETING COMMITTEE July 6, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Monday, July 6, 2020.

The meeting was called to order at 9:07 a.m.

In attendance were committee members Jon Bjork, Todd Maley, and Steve Felton. A quorum was not established.

Others present were Nina Schatz (Peltier Winery) and Jillian Mulrooney (LangeTwins Winery & Vineyards).

Staff present: Stuart Spencer, Jenny Heitman, Katie Crippen and Sherri Cascaden.

Meeting minutes from the June 1, 2020 meeting were reviewed but not approved. Minutes need to be approved at next meeting.

### PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

### COVID-19 & Winery Operations Updates

LangeTwins is not open and will not open until a plan is formed that works well for guests, staff and meets the State of CA requirements. Safety of everyone involved is a priority. Klinker Brick is serving guests outside but reports slow business. Peltier Winery is building an outdoor area and plans to be open for outdoor reservation on July 16<sup>th</sup>.

### 2019/2020 SCHEDULED WINERY ROAD SHOWS

The committee has decided to forgo Road Shows for the rest of the calendar year. The San Diego Bay Food & Wine Festival is the only Road Show that the Commission has paid a participation fee. Staff has reached out and is waiting for an answer regarding cancellation and/or a refund.

San Diego Bay Food & Wine Festival (November 13 & 14, 2020)

#### LODI WINE & CHOCOLATE – ALTERNATIVES & OPTIONS

At this point in time, it is difficult for the committee to make decisions regarding any future events until guidelines are introduced by the government regarding events as well as a timeline as to when events can begin. Staff reports that a survey will be emailed to all wineries involved with the Wine & Chocolate event asking for opinions and alternative ideas regarding event logistics.

#### 2019-20 YEAR-TO-DATE BUDGET REVIEW

A budget was not presented.

#### FY 2020-21 WINERY CONTRIBUTIONS

Winery contribution packets are being revised and will be emailed and physically mailed in the next couple of weeks. Contribution levels will stay the same.

#### REPORTS FROM OTHER COMMITTEES

- 1) A Save the Old Vines campaign will be introduced soon and will potentially start in October/November 2020. Merchandise that can be purchased will be part of the campaign.

#### PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

No public comment.

#### AGENDA ITEMS FOR FUTURE MEETINGS

No items were requested for future meetings.

#### SET NEXT MEETING DATE

The next meeting will be at 9 a.m. on Monday, August 2, 2020 and will be a virtual meeting hosted through Go to Meeting. The committee will be issued an access code to join the virtual meeting. The access code and any other items needed for the meeting will be emailed to all committee members.

#### ADJOURN

The meeting was adjourned at 9:36 a.m.



**LODI**

**WINE**

**— & —**

**CHOCOLATE**

**WEEKEND**

# EVENT GOALS

## Elevate the region & wines

Elevate the image and perception of the Lodi winegrowing region while creating growth (i.e. sales) of Lodi wines and grapes.

## Grow customer base & drive visitation

Attract new customers to Lodi and individual wineries.

## Generate revenue

Generate revenue to support the Winery Marketing Committee's activities (road shows, wine trail map & signage, event-based marketing – Lodi Wine & Chocolate)



# REIMAGINED LODI WINE & CHOCOLATE WEEKEND

## CONCEPTS + IDEAS

We need to reimagine W&C in a way that spreads out the customers and controls the traffic flow at each location.

- Current dates – February 12-14, 2021
- Extend dates – February 12-15, 2021 (4 days)
- The whole weekend built on a reservation based system; customers have to plan out every stop via reservation system.
- Set up appointment times–i.e. 11:00am 12:45pm, 2:30pm
- Reservations made at time of ticket purchase.
- Wineries control how many people they can accommodate during each appointment time.
- Wineries define the activity/tasting that will occur at their time slots.
- Opportunity for wineries to increase sales.
- Should wineries have the option to select participation dates? Saturday and Sunday required; Friday and Monday (if applicable) optional?



LODI WINEGRAPE COMMISSION  
2020-2021 BUDGET  
AS OF AUGUST 31, 2020

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>REVENUE TO DATE</u>	<u>%</u>
4120	Assessments	\$1,605,285.00	\$432.03	0.03%
4160	Winery Contributions	\$85,000.00	\$2,625.00	3.09%
4162	Event Revenue	\$270,000.00	\$0.00	0.00%
4122	Lodi Rules Licensing Fees	\$49,500.00	\$0.00	0.00%
4131	Grant Income	\$0.00	\$0.00	#DIV/0!
4130	Interest	\$1,000.00	\$171.76	17.18%
4150	Other Income (Sponsorship)	\$10,000.00	\$570.45	5.70%
	<b>Subtotal Commission Revenue</b>	<b>\$2,020,785.00</b>	<b>\$3,799.24</b>	<b>0.19%</b>
	<b>Revenue (CWEF-Visitor Center)</b>			
4145	Administrative Agreement	\$210,209.88	\$20,054.92	9.54%
4148	Rent	\$48,051.91	\$8,007.80	16.66%
	Other	\$0.00	\$0.00	#DIV/0!
	<b>Subtotal CWEF Revenue</b>	<b>\$258,261.79</b>	<b>\$28,062.72</b>	<b>10.87%</b>
	<b>Total Revenue</b>	<b>\$2,279,046.79</b>	<b>\$31,861.96</b>	<b>1.40%</b>
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	Grower Marketing	\$730,950.00	\$48,375.89	6.62%
	Winery Marketing	\$135,000.00	\$1,709.93	1.27%
	Research, Education & Communication	\$154,700.00	\$8,990.42	5.81%
	Lodi Rules	\$49,500.00	\$259.59	0.52%
	Admin & Personnel	\$904,270.86	\$135,896.90	15.03%
	Visitor Center Sponsorship	\$75,000.00	\$12,500.00	16.67%
	<b>Subtotal Commission Expenditures</b>	<b>\$2,049,420.86</b>	<b>\$207,732.73</b>	<b>10.14%</b>
	<b>CWEF Expenditures</b>			
	Visitor Center	\$258,261.79	\$28,062.72	10.87%
	<b>Subtotal CWEF Expenditures</b>	<b>\$258,261.79</b>	<b>\$28,062.72</b>	<b>10.87%</b>
	<b>Total Expenditures</b>	<b>\$2,307,682.65</b>	<b>\$235,795.45</b>	<b>10.22%</b>
	<b>Excess of Revenues Over (Under) Expenditures</b>	<b>-\$28,635.86</b>	<b>-\$203,933.49</b>	

LODI WINEGRAPE COMMISSION  
GROWER MARKETING  
2020-2021 BUDGET  
AS OF AUGUST 31, 2020

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Industry, Trade &amp; Consumer Promotion</u></b>			
6100	Graphic Design (Advertising Design)	\$50,000.00	\$4,490.75	8.98%
6110	Advertising (Paid Media)	\$350,000.00		0.00%
6120	Printing & Materials	\$30,000.00	\$493.66	1.65%
	<b>Industry, Trade &amp; Consumer Promotion Expenditures</b>	<b>\$430,000.00</b>	<b>\$4,984.41</b>	<b>1.16%</b>
	<b><u>Promotional Events &amp; Activities</u></b>			
6023.2	Export Promotion	\$30,000.00	\$5,000.00	16.67%
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%
6150	Community Sponsorship	\$6,000.00		0.00%
6160	Trade Shows	\$3,200.00		0.00%
	<b>Promotional Events &amp; Activities Expenditures</b>	<b>\$49,200.00</b>	<b>\$10,000.00</b>	<b>20.33%</b>
	<b><u>Public Relations</u></b>			
6023	Consulting Services (Agency)	\$78,000.00	\$13,000.00	16.67%
6098	Supplies	\$3,000.00	\$284.90	9.50%
6130	Public Relations Activities	\$75,000.00	\$1,559.94	2.08%
6132	Lodi Wine Blog	\$72,000.00	\$15,000.00	20.83%
6170	Wine Purchases	\$1,500.00	\$185.88	12.39%
	<b>Public Relations Expenditures</b>	<b>\$229,500.00</b>	<b>\$30,030.72</b>	<b>13.09%</b>
	<b><u>Activities Support</u></b>			
6033	Office Supplies	\$1,000.00	\$367.80	36.78%
6035	Postage/Shipping	\$3,000.00	\$1,766.06	58.87%
6060	Website - Internet	\$10,000.00	\$1,226.90	12.27%
6076 & 6080	Travel	\$7,500.00		0.00%
6221	LWC Meeting Expenses	\$750.00		0.00%
	<b>Activities Support Expenditures</b>	<b>\$22,250.00</b>	<b>\$3,360.76</b>	<b>15.10%</b>
	<b>Total Expenditures</b>	<b>\$730,950.00</b>	<b>\$48,375.89</b>	<b>6.62%</b>

LODI WINEGRAPE COMMISSION  
 WINERY MARKETING  
 2020-2021 BUDGET  
 AS OF AUGUST 31, 2020

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Consumer Promotion</u></b>			
6070.3	Maintenance Directional Signs	\$2,500.00	\$937.56	37.50%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$710.00	4.73%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$62.37	0.83%
6130	Public Relations	\$2,000.00		0.00%
	<b>Consumer Promotion Expenditures</b>	<b>\$62,000.00</b>	<b>\$1,709.93</b>	<b>2.76%</b>
	<b><u>Events (Roadshows)</u></b>			
6140	Promotional Sponsorship	\$30,000.00		0.00%
6070.2 & 6098	Supplies & Maintenance	\$30,000.00		0.00%
6076 & 6080	Travel	\$7,500.00		0.00%
	<b>Events Expenditures</b>	<b>\$67,500.00</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b><u>Activities Support</u></b>			
6221	Meeting Expenses	\$2,500.00		0.00%
6033	Office Supplies	\$1,000.00		0.00%
6090	Merchant/Bank Fees	\$500.00		0.00%
6035	Postage	\$1,500.00		0.00%
	<b>Activities Support Expenditures</b>	<b>\$5,500.00</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b>Total Expenditures</b>	<b>\$135,000.00</b>	<b>\$1,709.93</b>	<b>1.27%</b>

LODI WINEGRAPE COMMISSION  
RESEARCH EDUCATION & COMMUNICAT  
2020-2021 BUDGET  
AS OF AUGUST 31, 2020

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Outreach &amp; Education</u></b>			
6033 & 6098	Supplies	\$2,000.00		0.00%
6070.2	Maintenance - Cleaning	\$400.00		0.00%
6076 & 6080	Travel	\$10,000.00		0.00%
6130	Public Relations	\$1,000.00		0.00%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$500.00		0.00%
6220	Grower Meetings & Socials	\$16,000.00	\$635.00	3.97%
6221	LWC Meeting Expenses	\$1,200.00		0.00%
6250	Membership/Dues	\$3,000.00		0.00%
6255	Subscriptions	\$1,500.00		0.00%
6266	Weather Services	\$30,000.00	\$2,788.00	9.29%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	<b>Outreach &amp; Education Expenditures</b>	<b>\$54,200.00</b>	<b>\$3,423.00</b>	<b>6.32%</b>
	<b><u>Communications</u></b>			
6035	Postage	\$10,000.00	\$821.66	8.22%
6060	Website/Internet	\$5,000.00	\$1,149.89	23.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$462.50	5.78%
6120	Printing & Materials	\$2,500.00	\$166.35	6.65%
6210	Publications	\$30,000.00	\$2,967.02	9.89%
	<b>Communications Expenditures</b>	<b>\$65,500.00</b>	<b>\$5,567.42</b>	<b>8.50%</b>
	<b><u>Research</u></b>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$15,000.00		0.00%
	<b>Research Expenditures</b>	<b>\$35,000.00</b>	<b>\$0.00</b>	<b>0.00%</b>
	<b>Total REC Expenditures</b>	<b>\$154,700.00</b>	<b>\$8,990.42</b>	<b>5.81%</b>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION  
 LODI RULES  
 2020-2021 BUDGET  
 AS OF AUGUST 31, 2020

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Communications, Marketing &amp; Promotions</u></b>			
6060	Website/Internet	\$2,000.00		0.00%
6100	Graphic Design	\$3,000.00		0.00%
6120	Printing & Materials	\$2,000.00	\$41.59	2.08%
6130	Public Relations	\$8,600.00		0.00%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$10,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00	\$218.00	2.42%
	<b>Communications, Marketing &amp; Promotions Expenditures</b>	<b><u>\$35,100.00</u></b>	<b><u>\$259.59</u></b>	<b><u>0.74%</u></b>
	<b><u>Program Improvements</u></b>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	<b>Program Improvements Expenditures</b>	<b><u>\$7,200.00</u></b>	<b><u>\$0.00</u></b>	<b><u>0.00%</u></b>
	<b><u>Activities Support</u></b>			
6022	Legal Fees	\$1,200.00		0.00%
6033 & 6098	Supplies	\$300.00		0.00%
6035	Postage/Shipping	\$700.00		0.00%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	<b>Activities Support Expenditures</b>	<b><u>\$7,200.00</u></b>	<b><u>\$0.00</u></b>	<b><u>0.00%</u></b>
	<b>Total Expenditures</b>	<b><u>\$49,500.00</u></b>	<b><u>\$259.59</u></b>	<b><u>0.52%</u></b>



LODI WINEGRAPE COMMISSION  
ADMINISTRATION  
2020-2021 BUDGET  
AS OF AUGUST 31, 2020

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<b><u>Personnel</u></b>			
6000	Salaries/Wages	\$544,030.00	\$88,018.82	16.18%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$19,643.16	14.66%
	<b>Personnel Expenditures</b>	<b>\$678,002.00</b>	<b>\$107,661.98</b>	<b>15.88%</b>
	<b><u>Office Expenses</u></b>			
6026	Insurance	\$16,000.00		0.00%
6033	Office Supplies	\$12,000.00	\$582.86	4.86%
6035	Postage	\$2,000.00		0.00%
6040	Rent	\$75,474.86	\$12,525.04	16.59%
6041	Offsite Storage	\$5,136.00	\$882.00	17.17%
6054	Property Tax	\$1,200.00	\$1,055.70	87.98%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$1,955.75	21.73%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$1,474.00	22.68%
6090 & 6560	Payroll & Bank Fees	\$1,000.00	\$94.00	9.40%
6120	Printing & Supplies	\$1,000.00	\$971.84	97.18%
	<b>Office Expenditures</b>	<b>\$129,310.86</b>	<b>\$19,541.19</b>	<b>15.11%</b>
	<b><u>Professional Fees</u></b>			
6022	Legal Counsel	\$5,000.00	\$529.38	10.59%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$40,000.00	\$3,417.26	8.54%
	<b>Professional Fees Expenditures</b>	<b>\$66,000.00</b>	<b>\$3,946.64</b>	<b>5.98%</b>
	<b><u>Information Technology</u></b>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00	\$3,869.30	16.67%
6070.4	Copier/Lease	\$3,742.00	\$623.52	16.66%
	<b>Information Technology Expenditures</b>	<b>\$28,958.00</b>	<b>\$4,492.82</b>	<b>15.51%</b>
	<b><u>Other Admin Expenses</u></b>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$4.03	1.61%
6221	LWC Meeting Expenses	\$1,000.00	\$130.24	13.02%
6250	Dues	\$250.00	\$120.00	48.00%
	<b>Other Admin Expenditures</b>	<b>\$2,000.00</b>	<b>\$254.27</b>	<b>12.71%</b>
	<b>Total Expenditures</b>	<b>\$904,270.86</b>	<b>\$135,896.90</b>	<b>15.03%</b>

LODI WINEGRAPE COMMISSION  
CWEF  
2020-2021 BUDGET  
AS OF AUGUST 31, 2020

**DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER**

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<b><u>Personnel</u></b>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$16,060.90	9.28%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$3,994.02	10.76%
	<b>Personnel Expenditures</b>	<b>\$210,209.88</b>	<b>\$20,054.92</b>	<b>9.54%</b>
	<b><u>Office Expenses</u></b>			
8040	Rent	\$48,051.91	\$8,007.80	16.66%
	<b>Office Expenditures</b>	<b>\$48,051.91</b>	<b>\$8,007.80</b>	<b>16.66%</b>
	<b>Total Visitor Center Expenditures</b>	<b>\$258,261.79</b>	<b>\$28,062.72</b>	<b>10.87%</b>