

LODI WINEGRAPE COMMISSION
2022-2023 BUDGET
AS OF APRIL 30, 2023

ACCOUNT CODE	REVENUES	FY 2022 - 2023 BUDGET	REVENUE TO DATE	%	FY 2023 - 2024 BUDGET
4120	Assessments	\$1,843,201.35	\$1,813,578.90	98.39%	\$1,927,885.95
4160	Winery Contributions	\$80,000.00	\$91,625.00	114.53%	\$90,000.00
4162	Event Revenue	\$220,000.00	\$204,028.00	92.74%	\$220,000.00
4122	LODI RULES Licensing Fees	\$64,000.00	\$69,270.71	108.24%	\$70,000.00
4131	Grant Income	\$50,000.00	\$27,700.00	55.40%	\$50,000.00
4130	Interest	\$500.00	\$5,622.13	1124.43%	\$50,000.00
4150	Other Income (Sponsorship)	\$10,000.00	\$12,137.67	121.38%	\$10,000.00
	Subtotal Commission Revenue	\$2,267,701.35	\$2,223,962.41	98.07%	\$2,417,885.95
	Revenue (CWEF-Visitor Center)				
4145	Administrative Agreement	\$213,497.00	\$179,733.97	84.19%	\$221,176.66
4148	Rent	\$49,772.93	\$41,656.60	83.69%	\$50,988.00
	Subtotal CWEF Revenue	\$263,269.93	\$221,390.57	84.09%	\$272,164.66
	Total Revenue	\$2,530,971.28	\$2,445,352.98	96.62%	\$2,690,050.61
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET
	Grower Marketing	\$741,500.00	\$616,042.09	83.08%	\$774,500.00
	Winery Marketing	\$174,250.00	\$191,604.57	109.96%	\$290,750.00
	Research, Education & Communication	\$174,200.00	\$101,934.86	58.52%	\$182,200.00
	LODI RULES	\$51,500.00	\$58,710.32	114.00%	\$62,150.00
	Admin & Personnel	\$993,763.00	\$816,019.92	82.11%	\$995,000.00
	Visitor Center Sponsorship	\$75,000.00	\$62,500.00	83.33%	\$100,000.00
	Subtotal Commission Expenditures	\$2,210,213.00	\$1,846,811.76	83.56%	\$2,404,600.00
	CWEF Expenditures				
	Visitor Center	\$263,269.93	\$221,390.57	84.09%	\$272,164.66
	Subtotal CWEF Expenditures	\$263,269.93	\$221,390.57	84.09%	\$272,164.66
	Total Expenditures	\$2,473,482.93	\$2,068,202.33	83.61%	\$2,676,764.66
	Excess of Revenues Over (Under) Expenditures	\$57,488.35	\$377,150.65	656.05%	\$13,285.95
	Estimated Beginning Reserves (7/1/23)				\$1,528,806.57
	Estimated Ending Reserves (6/30/24)				\$1,542,092.52

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2022-2023 BUDGET
AS OF APRIL 30, 2023

DEPARTMENT: GROWER MARKETING

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET	NOTES
	<u>Industry, Trade & Consumer Promotion</u>					
6100	Graphic Design (Content Creation)	\$90,000.00	\$185,073.70	205.64%	\$100,000.00	Content creation (videos, ads, graphics)
6110	Advertising (Paid Media)	\$300,000.00	\$122,544.84	40.85%	\$300,000.00	
6120	Printing & Materials	\$30,000.00	\$32,346.86	107.82%	\$30,000.00	Merchandise, growers sends, press kits, etc.
	Industry, Trade & Consumer Promotion Expenditures	\$420,000.00	\$339,965.40	80.94%	\$430,000.00	
	<u>Promotional Events & Activities</u>					
6023.2, 6130	Export Promotion	\$30,000.00	\$38,652.80	128.84%	\$60,000.00	Camron King, Activities (Grant Funds)
6140	Promotional Sponsorship	\$12,000.00	\$7,000.00	58.33%	\$10,000.00	WMC, ZAP, Guild of Somms, TexSom
6150	Community Sponsorship	\$6,000.00	\$5,000.00	83.33%	\$5,000.00	Grape Festival
6160	Trade Shows	\$3,500.00	\$3,194.46	91.27%	\$3,500.00	Unified Fees & Booth Rentals
	Promotional Events & Activities Expenditures	\$51,500.00	\$53,847.26	104.56%	\$78,500.00	
	<u>Public Relations</u>					
6023	Consulting Services (Agency)	\$78,000.00	\$65,000.00	83.33%	\$78,000.00	Calhoun contract
6098	Supplies	\$1,500.00	\$840.68	56.05%	\$1,500.00	Supplies for Media & trade visits/trips
6130	Public Relations Activities	\$75,000.00	\$66,314.33	88.42%	\$75,000.00	Media & trade visits/trips, masterclasses, etc.
6132	Lodi Wine Blog	\$78,000.00	\$66,000.00	84.62%	\$78,000.00	Randy Caparoso Retainer
6170	Wine Purchases	\$1,500.00	\$3,178.82	211.92%	\$3,000.00	
	Public Relations Expenditures	\$234,000.00	\$201,333.83	86.04%	\$235,500.00	
	<u>Activities Support</u>					
6033	Office Supplies	\$500.00	\$92.95	18.59%	\$500.00	
6035	Postage/Shipping	\$13,000.00	\$5,917.75	45.52%	\$10,000.00	Samples, seminars, promotional mailings, EXPORT
6060	Website - Internet	\$12,000.00	\$10,010.70	83.42%	\$12,000.00	Hosting fees/cloud services
6076 & 6080	Travel	\$10,000.00	\$4,230.18	42.30%	\$7,500.00	Staff travel expenses
6221	LWC Meeting Expenses	\$500.00	\$644.02	128.80%	\$500.00	Committee Mtgs.
	Activities Support Expenditures	\$36,000.00	\$20,895.60	58.04%	\$30,500.00	
	Total Expenditures	\$741,500.00	\$616,042.09	83.08%	\$774,500.00	

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2022-2023 BUDGET
AS OF APRIL 30, 2023

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET	NOTES
Consumer Marketing & Promotion						
6070.3	Maintenance Directional Signs	\$2,500.00	\$11,804.31	472.17%	\$10,000.00	Repairs & Installation of Directional Signs
6100 & 6120	Wine Trail Maps	\$15,000.00	\$12,089.58	80.60%	\$15,000.00	Edits & Printing Wine Trail Maps
6100	Graphic Design (Advertising Design)	\$22,000.00	\$12,685.25	57.66%	\$15,000.00	Design work W&C, Petite Sirah, etc.
6110	Advertising	\$15,000.00	\$4,249.90	28.33%	\$15,000.00	W&C Advertising
6120	Printing & Materials	\$7,500.00	\$17,778.91	237.05%	\$18,000.00	Postcards & Collateral, Event Giveaways (Bags)
6035	Postage	\$4,000.00	\$3,912.56	97.81%	\$4,000.00	Postage for Event Postcards
6130	Public Relations	\$7,500.00	\$5,856.44	78.09%	\$7,500.00	PR for W&C
Consumer Marketing & Promotion Expenditures		\$73,500.00	\$68,376.95	93.03%	\$84,500.00	
Events & Roadshows						
6140	Promotional Sponsorship	\$15,000.00	\$17,500.00	116.67%	\$20,000.00	Road show event fees (2-3)
6245.2	Contributions (Signature Event)	\$0.00	\$62,500.00	#DIV/0!	\$100,000.00	Signature Event Contribution
6070.2 & 6098	Supplies & Maintenance	\$28,000.00	\$26,399.94	94.29%	\$26,000.00	glasses, chocolates, catering etc.
6076 & 6080	Travel	\$500.00	\$5,596.34	1119.27%	\$6,000.00	Staff travel
Events Expenditures		\$43,500.00	\$111,996.28	257.46%	\$152,000.00	
Outreach & Education						
6220	Meetings & Socials	\$3,000.00	\$9,925.74	330.86%	\$10,000.00	Educational Events
6157	Community Benchmark (Market Research)	\$7,500.00		0.00%	\$7,500.00	Sales & Visitation Benchmarking
Events Expenditures		\$10,500.00	\$9,925.74	94.53%	\$17,500.00	
Activities Support						
6023	Consulting Services	\$45,000.00		0.00%	\$35,000.00	Civitas (BID)
6221	LWC Meeting Expenses (Committee)	\$500.00	\$685.98	137.20%	\$500.00	Committee Expenses
6033	Office Supplies	\$500.00	\$379.24	75.85%	\$500.00	
6090	Merchant/Bank Fees	\$500.00		0.00%	\$500.00	
6060	Website - Internet	\$250.00	\$240.38	96.15%	\$250.00	Domain registrations
Activities Support Expenditures		\$46,750.00	\$1,305.60	2.79%	\$36,750.00	
Total Expenditures		\$174,250.00	\$191,604.57	109.96%	\$290,750.00	

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2022-2023 BUDGET
AS OF APRIL 30, 2023

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET	NOTES
	<u>Outreach & Education</u>					
6033 & 6098	Supplies	\$1,000.00	\$369.61	36.96%	\$1,000.00	office and meeting supplies
6070.2	Maintenance - Cleaning	\$400.00	\$265.92	66.48%	\$300.00	dry cleaning tablecloths, sanitation, etc
6076 & 6080	Travel	\$10,000.00	\$7,484.48	74.84%	\$10,000.00	
6130	Public Relations	\$1,500.00	\$1,495.59	99.71%	\$2,000.00	meetings/meals with scientists, etc
6160	Trade Show & Conference Fees	\$2,200.00	\$200.00	9.09%	\$2,000.00	registrations
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$270.10	38.59%	\$500.00	text books, etc
6170 & 6220	Grower Meetings & Socials	\$20,000.00	\$20,967.32	104.84%	\$23,000.00	grower outreach and LWC Annual Meeting
6221	LWC Meeting Expenses	\$1,200.00	\$1,212.16	101.01%	\$1,400.00	Committee & planning meetings
6250	Membership/Dues	\$3,000.00	\$1,879.00	62.63%	\$2,000.00	CAWG, ASEV, Farm Bureau, Lodi Chamber, etc.
6255	Subscriptions	\$2,200.00	\$2,411.15	109.60%	\$2,500.00	newspapers, magazines, etc.
6266	Weather Services	\$30,000.00	\$30,295.88	100.99%	\$34,000.00	custom daily weather forecasting + calibrations
6310	San Joaquin Farm Advisor			#DIV/0!	\$5,000.00	SJ Farm Advisor Support
	Outreach & Education Expenditures	\$72,200.00	\$66,851.21	92.59%	\$83,700.00	
	<u>Communications</u>					
6035	Postage	\$4,000.00	\$4,370.74	109.27%	\$4,500.00	mailing postcards, newsletters, etc
6060	Website/Internet	\$7,000.00	\$2,214.97	31.64%	\$4,000.00	lodigrowers.com
6070.5	Demo Vineyard	\$2,000.00	\$383.04	19.15%	\$1,000.00	maintenance
6100	Graphic Design	\$8,000.00	\$560.00	7.00%	\$5,000.00	newsletter formatting, etc
6120	Printing & Materials	\$6,000.00	\$5,847.03	97.45%	\$9,000.00	postcard, newsletters printing
6210	Publications	\$30,000.00	\$1,707.87	5.69%	\$30,000.00	Commisison publications
	Communications Expenditures	\$57,000.00	\$15,083.65	26.46%	\$53,500.00	
	<u>Research</u>					
6320	AVF Contributions	\$10,000.00	\$10,000.00	100.00%	\$10,000.00	
6140	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%	\$10,000.00	
6330	Winegrape Research	\$25,000.00		0.00%	\$25,000.00	
	Research Expenditures	\$45,000.00	\$20,000.00	44.44%	\$45,000.00	
	Total REC Expenditures	\$174,200.00	\$101,934.86	58.52%	\$182,200.00	

LODI WINEGRAPE COMMISSION
LODI RULES
2022-2023 BUDGET
AS OF APRIL 30, 2023

DEPARTMENT: LODI RULES

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET	NOTES for FY2022-23
<u>Communications, Marketing & Promotions</u>						
6060	Website/Internet	\$500.00	\$83.68	16.74%	\$200.00	domain fees
6100	Graphic Design	\$2,000.00	\$112.50	5.63%	\$1,000.00	
6120	Printing & Materials	\$8,000.00	\$10,287.27	128.59%	\$6,000.00	Nugget, posters, flash drives, copier
6130 & 6170	Public Relations	\$7,000.00	\$2,935.35	41.93%	\$6,000.00	wine, meals, promo event
6160	Trade Shows/Conferences	\$500.00		0.00%	\$250.00	
6210	Publications (Newsletters & Videos)	\$7,000.00	\$2,192.65	31.32%	\$7,000.00	
6220	Grower Meetings & Seminars	\$10,000.00	\$7,709.56	77.10%	\$10,000.00	vision workshops, GoToWebinar, annual meeting
Communications, Marketing & Promotions Expenditures		\$35,000.00	\$23,321.01	66.63%	\$30,450.00	
<u>Program Improvements</u>						
6023	Consulting Services	\$6,000.00	\$18,381.50	306.36%	\$8,000.00	Pierre Mineau (PRT)
6253	PRT License Fees	\$1,000.00	\$14,355.00	1435.50%	\$15,000.00	
6200	Reference Materials	\$300.00		0.00%	\$200.00	Books
Program Improvements Expenditures		\$7,300.00	\$32,736.50	448.45%	\$23,200.00	
<u>Activities Support</u>						
6022	Legal Fees	\$1,200.00	\$360.00	30.00%	\$3,000.00	
6033 & 6098	Supplies	\$2,000.00	\$463.10	23.16%	\$1,000.00	binders
6035	Postage/Shipping	\$1,000.00	\$162.86	16.29%	\$500.00	mailing binders
6076 & 6080	Travel	\$4,000.00	\$1,043.21	26.08%	\$3,000.00	
6221	LWC Meeting Expenses	\$1,000.00	\$623.64	62.36%	\$1,000.00	Committee meetings
Activities Support Expenditures		\$9,200.00	\$2,652.81	28.83%	\$8,500.00	
Total Expenditures		\$51,500.00	\$58,710.32	114.00%	\$62,150.00	

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2022-2023 BUDGET
AS OF APRIL 30, 2023

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET	NOTES
	<u>Personnel</u>					
6000	Salaries/Wages	\$614,500.00	\$508,426.92	82.74%	\$593,985.00	Full Time Staff (Not Visitor Center)
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$144,963.00	\$119,724.60	82.59%	\$140,228.88	
	Personnel Expenditures	\$759,463.00	\$628,151.52	82.71%	\$734,213.88	
	<u>Office Expenses</u>					
6026	Insurance	\$14,000.00	\$11,952.40	85.37%	\$14,000.00	Commercial, D&O, Workers Comp
6033	Office Supplies	\$11,000.00	\$11,356.07	103.24%	\$13,000.00	
6035	Postage	\$1,500.00	\$1,207.84	80.52%	\$1,500.00	
6040	Rent	\$78,186.00	\$65,155.10	83.33%	\$79,750.00	61% of Wine & Roses Rent
6041	Offsite Storage	\$6,564.00	\$5,470.00	83.33%	\$6,800.00	Two units (one financials/events)
6054	Property Tax	\$1,200.00	\$1,122.79	93.57%	\$1,500.00	
6056 & 6058	Utilities & Telephone	\$15,000.00	\$15,901.16	106.01%	\$18,000.00	
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$5,419.72	77.42%	\$7,000.00	
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$755.78	75.58%	\$1,000.00	
6120	Printing & Supplies	\$1,800.00	\$1,249.02	69.39%	\$1,800.00	
	Office Expenditures	\$137,250.00	\$119,589.88	87.13%	\$144,350.00	
	<u>Professional Fees</u>					
6022	Legal Counsel	\$6,000.00	\$3,857.50	64.29%	\$6,000.00	
6024	CPA (Fiscal & Compliance Audits)	\$23,000.00		0.00%	\$23,000.00	Annual Fiscal & Compliance Audits
6099	CDFA Charges	\$37,000.00	\$32,347.02	87.42%	\$37,000.00	Marketing Branch Expenses (LWC)
	Professional Fees Expenditures	\$66,000.00	\$36,204.52	54.86%	\$66,000.00	
	<u>Information Technology</u>					
6060	Software Licenses	\$2,000.00	\$2,216.00	110.80%	\$2,500.00	Quickbooks, Expensify, Time Tracker
6070.1	IT Services	\$20,000.00	\$22,707.84	113.54%	\$20,000.00	Computers & Network Services
6070.4	Copier/Lease	\$7,500.00	\$6,013.21	80.18%	\$7,500.00	Lease Payment on Machine
	Information Technology Expenditures	\$29,500.00	\$30,937.05	104.87%	\$30,000.00	
	<u>Other Admin Expenses</u>					
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$66.52	26.61%	\$250.00	
6221	LWC Meeting Expenses	\$1,000.00	\$1,070.43	107.04%	\$1,300.00	Exec & Finance Committees
6250	Dues	\$300.00	\$0.00	0.00%	\$300.00	Costco, etc.
	Other Admin Expenditures	\$1,550.00	\$1,136.95	73.35%	\$1,850.00	
	Total Expenditures	\$993,763.00	\$816,019.92	82.11%	\$976,413.88	

LODI WINEGRAPE COMMISSION
CWEF
2022-2023 BUDGET
AS OF APRIL 30, 2023

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%	FY 2023 - 2024 BUDGET	NOTES
	<u>Personnel</u>					
8000 & 8003	Salaries/Wages	\$172,208.00	\$145,239.04	84.34%	\$178,286.93	Paul, Kim, Part time staff
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$41,289.00	\$34,494.93	83.55%	\$42,889.73	
	Personnel Expenditures	\$213,497.00	\$179,733.97	84.19%	\$221,176.66	
	<u>Office Expenses</u>					
8040	Rent	\$49,772.93	\$41,656.60	83.69%	\$50,988.00	39% of Wine & Roses Rent
	Office Expenditures	\$49,772.93	\$41,656.60	83.69%	\$50,988.00	
	Total Visitor Center Expenditures	\$263,269.93	\$221,390.57	84.09%	\$272,164.66	