

LODI WINEGRAPE COMMISSION
2023-2024 BUDGET

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2022 - 2023 BUDGET</u>	<u>FY 2023 - 2024 BUDGET</u>
4120	Assessments	\$1,843,201.35	\$1,927,885.95
4160	Winery Contributions	\$80,000.00	\$90,000.00
4162	Event Revenue	\$220,000.00	\$220,000.00
4122	LODI RULES Licensing Fees	\$64,000.00	\$70,000.00
4131	Grant Income	\$50,000.00	\$50,000.00
4130	Interest	\$500.00	\$50,000.00
4150	Other Income (Sponsorship)	\$10,000.00	\$10,000.00
	Subtotal Commission Revenue	\$2,267,701.35	\$2,417,885.95
	Revenue (CWEF-Visitor Center)		
4145	Administrative Agreement	\$213,497.00	\$221,176.66
4148	Rent	\$49,772.93	\$50,988.00
	Subtotal CWEF Revenue	\$263,269.93	\$272,164.66
	Total Revenue	\$2,530,971.28	\$2,690,050.61
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2022 - 2023 BUDGET</u>	<u>FY 2023 - 2024 BUDGET</u>
	Grower Marketing	\$741,500.00	\$774,500.00
	Winery Marketing	\$174,250.00	\$290,750.00
	Research, Education & Communication	\$174,200.00	\$182,200.00
	LODI RULES	\$51,500.00	\$62,150.00
	Admin & Personnel	\$993,763.00	\$976,413.88
	Visitor Center Sponsorship	\$75,000.00	\$100,000.00
	Subtotal Commission Expenditures	\$2,210,213.00	\$2,386,013.88
	CWEF Expenditures		
	Visitor Center	\$263,269.93	\$272,164.66
	Subtotal CWEF Expenditures	\$263,269.93	\$272,164.66
	Total Expenditures	\$2,473,482.93	\$2,658,178.54
	Excess of Revenues Over (Under) Expenditures	\$57,488.35	\$31,872.07
	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
2023-2024 BUDGET

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2022 - 2023 BUDGET</u>	<u>FY 2023 - 2024 BUDGET</u>
	<u>Industry, Trade & Consumer Promotion</u>		
6100	Graphic Design (Content Creation)	\$90,000.00	\$100,000.00
6110	Advertising (Paid Media)	\$300,000.00	\$300,000.00
6120	Printing & Materials	\$30,000.00	\$30,000.00
	Industry, Trade & Consumer Promotion Expenditures	\$420,000.00	\$430,000.00
	<u>Promotional Events & Activities</u>		
6023.2, 6130	Export Promotion	\$30,000.00	\$60,000.00
6140	Promotional Sponsorship	\$12,000.00	\$10,000.00
6150	Community Sponsorship	\$6,000.00	\$5,000.00
6160	Trade Shows	\$3,500.00	\$3,500.00
	Promotional Events & Activities Expenditures	\$51,500.00	\$78,500.00
	<u>Public Relations</u>		
6023	Consulting Services (Agency)	\$78,000.00	\$78,000.00
6098	Supplies	\$1,500.00	\$1,500.00
6130	Public Relations Activities	\$75,000.00	\$75,000.00
6132	Lodi Wine Blog	\$78,000.00	\$78,000.00
6170	Wine Purchases	\$1,500.00	\$3,000.00
	Public Relations Expenditures	\$234,000.00	\$235,500.00
	<u>Activities Support</u>		
6033	Office Supplies	\$500.00	\$500.00
6035	Postage/Shipping	\$13,000.00	\$10,000.00
6060	Website - Internet	\$12,000.00	\$12,000.00
6076 & 6080	Travel	\$10,000.00	\$7,500.00
6221	LWC Meeting Expenses	\$500.00	\$500.00
	Activities Support Expenditures	\$36,000.00	\$30,500.00
	Total Expenditures	\$741,500.00	\$774,500.00

GROWER MARKETING

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2023-2024 BUDGET

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2022 - 2023 BUDGET</u>	<u>FY 2023 - 2024 BUDGET</u>
	<u>Consumer Marketing & Promotion</u>		
6070.3	Maintenance Directional Signs	\$2,500.00	\$10,000.00
6100 & 6120	Wine Trail Maps	\$15,000.00	\$15,000.00
6100	Graphic Design (Advertising Design)	\$22,000.00	\$15,000.00
6110	Advertising	\$15,000.00	\$15,000.00
6120	Printing & Materials	\$7,500.00	\$18,000.00
6035	Postage	\$4,000.00	\$4,000.00
6130	Public Relations	\$7,500.00	\$7,500.00
	Consumer Marketing & Promotion Expenditures	\$73,500.00	\$84,500.00
	<u>Events & Roadshows</u>		
6140	Promotional Sponsorship	\$15,000.00	\$20,000.00
6245.2	Contributions (Signature Event)	\$0.00	\$100,000.00
6070.2 & 6098	Supplies & Maintenance	\$28,000.00	\$26,000.00
6076 & 6080	Travel	\$500.00	\$6,000.00
	Events Expenditures	\$43,500.00	\$152,000.00
	<u>Outreach & Education</u>		
6220	Meetings & Socials	\$3,000.00	\$10,000.00
6157	Community Benchmark (Market Research)	\$7,500.00	\$7,500.00
	Events Expenditures	\$10,500.00	\$17,500.00
	<u>Activities Support</u>		
6023	Consulting Services	\$45,000.00	\$35,000.00
6221	LWC Meeting Expenses (Committee)	\$500.00	\$500.00
6033	Office Supplies	\$500.00	\$500.00
6090	Merchant/Bank Fees	\$500.00	\$500.00
6060	Website - Internet	\$250.00	\$250.00
	Activities Support Expenditures	\$46,750.00	\$36,750.00
	Total Expenditures	\$174,250.00	\$290,750.00

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2023-2024 BUDGET

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	FY 2023 - 2024 BUDGET
	<u>Outreach & Education</u>		
6033 & 6098	Supplies	\$1,000.00	\$1,000.00
6070.2	Maintenance - Cleaning	\$400.00	\$300.00
6076 & 6080	Travel	\$10,000.00	\$10,000.00
6130	Public Relations	\$1,500.00	\$2,000.00
6160	Trade Show & Conference Fees	\$2,200.00	\$2,000.00
6200 & 6270	Staff Education & Reference Materials	\$700.00	\$500.00
6170 & 6220	Grower Meetings & Socials	\$20,000.00	\$23,000.00
6221	LWC Meeting Expenses	\$1,200.00	\$1,400.00
6250	Membership/Dues	\$3,000.00	\$2,000.00
6255	Subscriptions	\$2,200.00	\$2,500.00
6266	Weather Services	\$30,000.00	\$34,000.00
6310	San Joaquin Farm Advisor		\$5,000.00
	Outreach & Education Expenditures	<u>\$72,200.00</u>	<u>\$83,700.00</u>
	<u>Communications</u>		
6035	Postage	\$4,000.00	\$4,500.00
6060	Website/Internet	\$7,000.00	\$4,000.00
6070.5	Demo Vineyard	\$2,000.00	\$1,000.00
6100	Graphic Design	\$8,000.00	\$5,000.00
6120	Printing & Materials	\$6,000.00	\$9,000.00
6210	Publications	\$30,000.00	\$30,000.00
	Communications Expenditures	<u>\$57,000.00</u>	<u>\$53,500.00</u>
	<u>Research</u>		
6320	AVF Contributions	\$10,000.00	\$10,000.00
6140	NGRA Contributions	\$10,000.00	\$10,000.00
6330	Winegrape Research	\$25,000.00	\$25,000.00
	Research Expenditures	<u>\$45,000.00</u>	<u>\$45,000.00</u>
	Total REC Expenditures	<u>\$174,200.00</u>	<u>\$182,200.00</u>

RESEARCH, EDUCATION, COMMUNICATION

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

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2021 - 2022 BUDGET</u>	<u>FY 2023 - 2024 BUDGET</u>
	<u>Communications, Marketing & Promotions</u>		
6060	Website/Internet	\$500.00	\$200.00
6100	Graphic Design	\$2,000.00	\$1,000.00
6120	Printing & Materials	\$8,000.00	\$6,000.00
6130 & 6170	Public Relations	\$7,000.00	\$6,000.00
6160	Trade Shows/Conferences	\$500.00	\$250.00
6210	Publications (Newsletters & Videos)	\$7,000.00	\$7,000.00
6220	Grower Meetings & Seminars	\$10,000.00	\$10,000.00
	Communications, Marketing & Promotions Expenditures	<u>\$35,000.00</u>	<u>\$30,450.00</u>
	<u>Program Improvements</u>		
6023	Consulting Services	\$6,000.00	\$8,000.00
6253	PRT License Fees	\$1,000.00	\$15,000.00
6200	Reference Materials	\$300.00	\$200.00
	Program Improvements Expenditures	<u>\$7,300.00</u>	<u>\$23,200.00</u>
	<u>Activities Support</u>		
6022	Legal Fees	\$1,200.00	\$3,000.00
6033 & 6098	Supplies	\$2,000.00	\$1,000.00
6035	Postage/Shipping	\$1,000.00	\$500.00
6076 & 6080	Travel	\$4,000.00	\$3,000.00
6221	LWC Meeting Expenses	\$1,000.00	\$1,000.00
	Activities Support Expenditures	<u>\$9,200.00</u>	<u>\$8,500.00</u>
	Total Expenditures	<u>\$51,500.00</u>	<u>\$62,150.00</u>

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2023-2024 BUDGET

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	FY 2023 - 2024 BUDGET
	<u>Personnel</u>		
6000	Salaries/Wages	\$614,500.00	\$593,985.00
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$144,963.00	\$140,228.88
	Personnel Expenditures	\$759,463.00	\$734,213.88
	<u>Office Expenses</u>		
6026	Insurance	\$14,000.00	\$14,000.00
6033	Office Supplies	\$11,000.00	\$13,000.00
6035	Postage	\$1,500.00	\$1,500.00
6040	Rent	\$78,186.00	\$79,750.00
6041	Offsite Storage	\$6,564.00	\$6,800.00
6054	Property Tax	\$1,200.00	\$1,500.00
6056 & 6058	Utilities & Telephone	\$15,000.00	\$18,000.00
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$7,000.00
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$1,000.00
6120	Printing & Supplies	\$1,800.00	\$1,800.00
	Office Expenditures	\$137,250.00	\$144,350.00
	<u>Professional Fees</u>		
6022	Legal Counsel	\$6,000.00	\$6,000.00
6024	CPA (Fiscal & Compliance Audits)	\$23,000.00	\$23,000.00
6099	CDFA Charges	\$37,000.00	\$37,000.00
	Professional Fees Expenditures	\$66,000.00	\$66,000.00
	<u>Information Technology</u>		
6060	Software Licenses	\$2,000.00	\$2,500.00
6070.1	IT Services	\$20,000.00	\$20,000.00
6070.4	Copier/Lease	\$7,500.00	\$7,500.00
	Information Technology Expenditures	\$29,500.00	\$30,000.00
	<u>Other Admin Expenses</u>		
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$250.00
6221	LWC Meeting Expenses	\$1,000.00	\$1,300.00
6250	Dues	\$300.00	\$300.00
	Other Admin Expenditures	\$1,550.00	\$1,850.00
	Total Expenditures	\$993,763.00	\$976,413.88

LODI WINEGRAPE COMMISSION
CWEF
2023-2024 BUDGET

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2022 - 2023 BUDGET</u>	<u>FY 2023 - 2024 BUDGET</u>
	<u>Personnel</u>		
8000 & 8003	Salaries/Wages	\$172,208.00	\$178,286.93
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$41,289.00	\$42,889.73
	Personnel Expenditures	\$213,497.00	\$221,176.66
	<u>Office Expenses</u>		
8040	Rent	\$49,772.93	\$50,988.00
	Office Expenditures	\$49,772.93	\$50,988.00
	Total Visitor Center Expenditures	\$263,269.93	\$272,164.66