

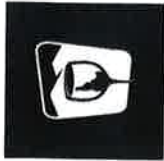
# IDAHO WINE COMMISSION



# Idaho Wine Commission Team



- Moya Dolsby - Executive Director - 13 Years
- Brenna Smith - Operations & Finance Manager - 9 Years
- Ashlee Struble - Industry Relations Manager - 5 Years



## Commissioners

- Crystal Potter, Chairman - Potter Wines
- Jake Cragin - Skyline Vineyards
- Mark Pasculli - Rolling Hills Vineyard
- Earl Sullivan - Telaya Wine Co.
- Scott Smith - Sol Invictus Vineyards





# Values, Mission and Vision

## *Values*

- Inclusive** - whole & undivided
- Kind** - helpful, caring & uplifting
- Clear** - easy to perceive & interpret
- Respectful** - see & show high regard for all

## *Mission*

Be the united voice to market, promote and champion all Idaho's winegrowers and winemakers

## *Vision*

Sustain a growing wine industry respected for its committed growers and producers, passionate consumers, and distinctive wines





# 2021 Legislation Change in Excise Tax

## NEW EXCISE TAX STRUCTURE STAIRSTEP | HOUSE BILL 232

### 2021/2022                      2022/2023                      2023/2024

- 5% of Wine Excise Only Tax
- 3.5% of Beer Only Excise Tax
- 26% of Idaho Only Wine Excise Tax
- 5% of Wine Excise Only Tax
- 1.5% of Beer Only Excise Tax
- 62% of Idaho Only Wine Excise Tax
- 5% of Wine Excise Only Tax
- 0% of Beer Only Excise Tax
- 88% of Idaho Only Wine Excise Tax

**WITH THIS APPROACH THERE IS A GRADUAL CHANGE FOR BOTH THE IDAHO WINE COMMISSION AND THE IDAHO HOPS COMMISSION**

Every **\$1** of Wine Excise Tax based investment was associated with **\$260** in business revenues across the state based on 2017 Economic Impact Study





## How is IWC Funded?

- Wine Excise Tax
- Optional Industry Assessments
- Savor Idaho Event Revenue
- Idaho State Department of Agriculture Specialty Crop Block Grants

We do a lot with a little!





# Expenses Breakdown

## 2021/2022 Budget

Brand Loyalty	Education	Operational
<b>\$290,375*</b>	<b>\$187,958*</b>	<b>\$331,786</b>
<b>35.05% TOTAL BUDGET</b>	<b>22.69% TOTAL BUDGET</b>	<b>40.05% TOTAL BUDGET</b>
Marketing Advertising Media Relations Website Maintenance Tour Brochure Savor Idaho	Educational Seminars Industry Travel Funds Annual Meeting Idaho Wine Competition David Wilkins Weather Station Project	Professional Services Travel Insurance Office Space & Supplies Staff Salaries Payroll Overhead Benefits

\*\$250,875 SPECIALTY CROP  
BLOCK GRANT FUNDING

\*\$139,058 SPECIALTY CROP  
BLOCK GRANT FUNDING





# Highlights of Idaho Wines

- High Quality
- An Important Part of Idaho's Economy
- Growing and Developing







# Facts & Statistics



**70+**  
WINERIES  
in Idaho



**\$210**  
MILLION  
economic impact in 2017



**1,300**  
ACRES  
planted



**315,000**  
GALLONS  
produced in 2020



**131,250**  
CASES  
of wine produced in 2020



**2,100**  
TONS  
of grapes harvested  
in 2020



**600-3,000**  
FEET  
elevation



**3**  
AVAS  
Snake River Valley,  
Eagle Foothills,  
Lewis-Clark Valley



**EVERY \$1**  
INVESTED  
in the Idaho wine industry  
resulted in \$260 of  
business revenue across  
the state



2021

## major milestones in 2021

**24,292**  
VISITORS  
to the IWC  
website,  
64,686 total  
pageviews

**717**  
MILLION  
total audience  
reached with  
earned media  
coverage

**55**  
MEDIA  
PLACEMENTS  
includes  
regional &  
national  
coverage

**26.11%**  
OPEN RATE  
of all IWC  
emails

**3.3%**  
CLICK RATE  
of all IWC  
emails

**11.6**  
THOUSAND  
interactions  
(comments,  
likes, shares,  
etc.) on IWC  
social media  
channels

**484**  
NEW  
FOLLOWERS  
on IWC social  
media channels

**18**  
BLOG POSTS  
written  
highlighting  
industry news  
and members

**1,250**  
TOUR  
BROCHURES  
distributed &  
downloaded from  
website



2021

# SIP LOCAL

## IDaho WINE & CIDER MONTH

### JUNE 2021

Visit IdahoWine.com for local wine and cider events, information about the local wine and cider industry, and more.

powered by **IDAHO WINE COMMISSION**

## Resources

Home | About | Visit | Events | Resources | News | Help | Contact Us

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**So, You Want To Start A Winery...in Idaho**

Starting a winery in Idaho is a complex process that involves many steps, from obtaining the necessary permits to marketing your wine. This guide provides a comprehensive overview of the process, from the initial planning stages to the final launch of your winery.

**Get to Know Idaho's Wine Industry**

Idaho's wine industry is a rapidly growing sector that has gained significant momentum in recent years. This guide provides an in-depth look at the industry, including the major wine regions, the types of wine produced, and the challenges and opportunities facing the sector.

## Why Idaho Wine?

### A Welcoming Culture



## A Virtual Tasting Experience

Idaho is considered part of the new frontier of wine growing areas of the United States. Home to more than 100 wineries and 100,000 acres of grapes, Idaho offers a unique opportunity for growing and producing a mix of classic and adventurous wine varieties.

Idaho's wine industry is a rapidly growing sector that has gained significant momentum in recent years. This guide provides an in-depth look at the industry, including the major wine regions, the types of wine produced, and the challenges and opportunities facing the sector.

**WINE**

**Tuesday, March 30, 2021**  
2:00 p.m. - 3:30 p.m. MST

**Wednesday, March 31, 2021**  
2:00 p.m. - 3:30 p.m. MST

Idaho Wine Commission  
1000 S. State Street, Boise, ID 83720  
www.idahowine.com

## DAVAR IDAHO 2021 "TO GO" PASSPORT

## SIP LOCAL BINGO

### HOW TO PLAY

Idaho Wine Commission

1. Drink Idaho wine in any quantity.	2. Visit any Idaho winery.	3. Buy any Idaho wine.	4. Visit any Idaho winery.	5. Buy any Idaho wine.	6. Visit any Idaho winery.	7. Buy any Idaho wine.	8. Visit any Idaho winery.	9. Buy any Idaho wine.	10. Visit any Idaho winery.
11. Buy any Idaho wine.	12. Visit any Idaho winery.	13. Buy any Idaho wine.	14. Visit any Idaho winery.	15. Buy any Idaho wine.	16. Visit any Idaho winery.	17. Buy any Idaho wine.	18. Visit any Idaho winery.	19. Buy any Idaho wine.	20. Visit any Idaho winery.

IDAHO WINE COMMISSION

## 12 DAYS OF HOLIDAY CHEERS

2021

## media placements



Idaho wine: travel guide and eight top bottles worth seeking out

As the wine industry continues to evolve, it's important to stay up-to-date on the latest trends in the market. In this article, we explore the best wine regions in Idaho, the top wineries to visit, and the best wine to drink in the state.

### US wine roads less travelled



While most people think of wine as a product of California, there are many other regions in the United States that produce high-quality wine. In this article, we explore some of the less-travelled wine roads in the country, from the Pacific Northwest to the South.



June is Idaho Wine and Cider Month. Here's how you can get involved.



**Q&A: Crystal Potter, incoming board chair of Idaho's wine commission**



## SevenFifty Daily

### How Do Women Connect in a Changing Wine Industry?

Participants at the Blended Wine Forum discuss how to create better mentorship models, joint wine brand, and harness the power of community.



## Fodor's Travel

### Forget Californian 14 U.S. States That Also Make Surprisingly Good Wine



July 14 Idaho

Idaho and its wine regions are growing under the sun. Idaho gets win more than 60 hours of sunshine a year, which is perfect for growing grapes. Idaho wine is a mix of traditional and modern winemaking techniques, and 1,500 acres of vineyards are planted with grapes.

2022

## forward momentum in 2022

- **NEW!** Strategic, year-long advertising campaign
- **NEW!** Media partnership with SWNS
- **NEW!** Micro-influencers FAM hostings
- **NEW!** National media FAM hostings

...and the continuation of ongoing projects such as **social media support, Wine Wayfinding** project and sharing **Grower resources** through inbound marketing.



## 2022 Legislation

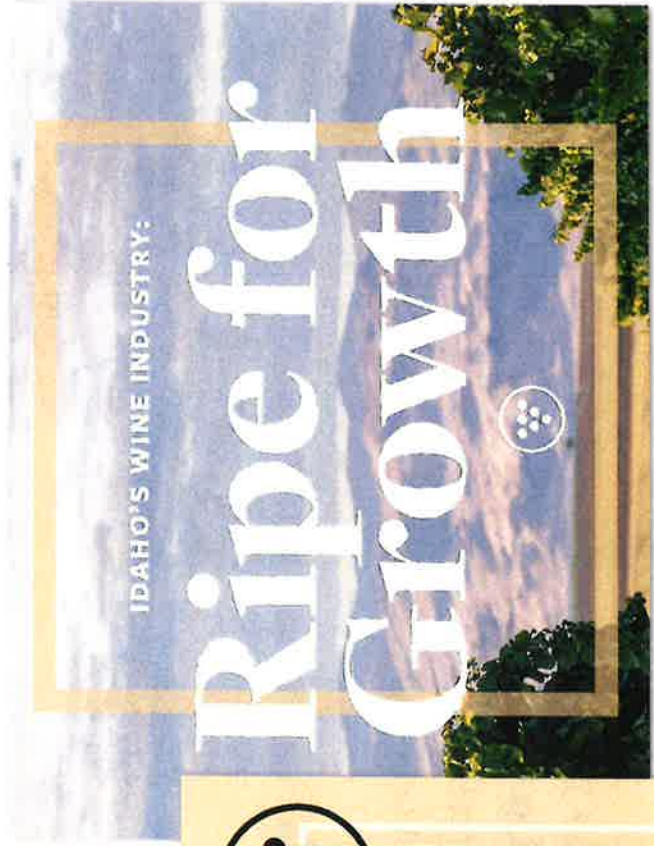


*No current legislation this session*





# Economic Impact



IDAHO WINE  
COMMISSION



## Economic Impact 2017

- 70+ wineries
- 3 American Viticulture Areas in Idaho
  - 1,300+ acres planted
- 2,320 total jobs impacted by Idaho Wine Industry
- Wine visitors spent an estimate of **\$108.9** Million
- Every **\$1** invested in the Idaho wine industry resulted in **\$260** of business revenue across the state
- **\$209.6** million total economic impact of wine industry to the state







# Challenges Idaho Wines Face

- Loss of revenue due to COVID-19
- The Need for More Grapes in the Ground
- Extension Office
- More Funding for Research
- Land Preservation

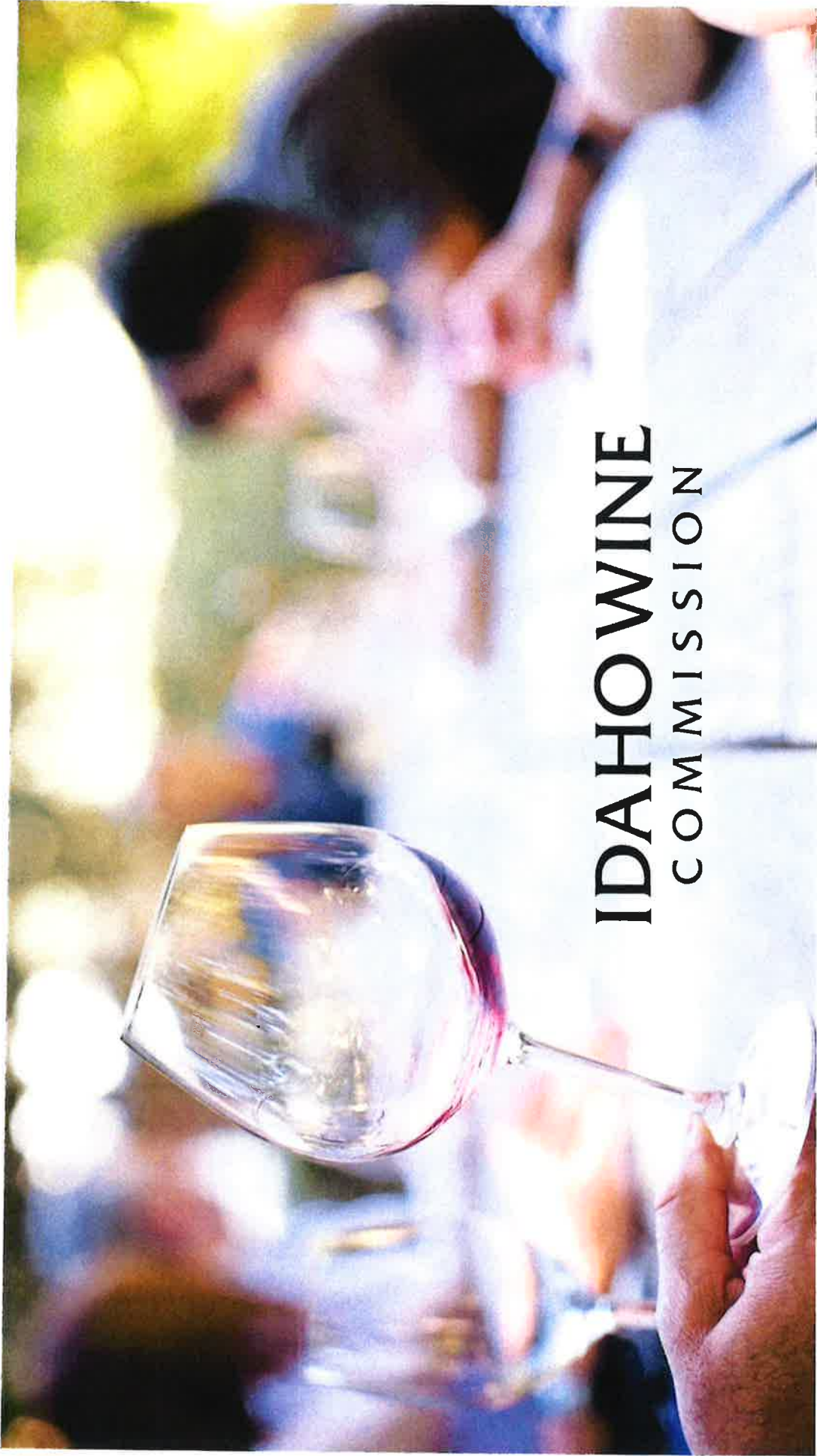




## What Is Our WHY?

- Imagine waking up every morning, going to work and **LOVING** what you do!
- Believe in the work we do and the benefits it brings to our industry!
- We believe our industry is making a positive impact!
- Purpose fuels passion





**IDAHO WINE  
COMMISSION**

