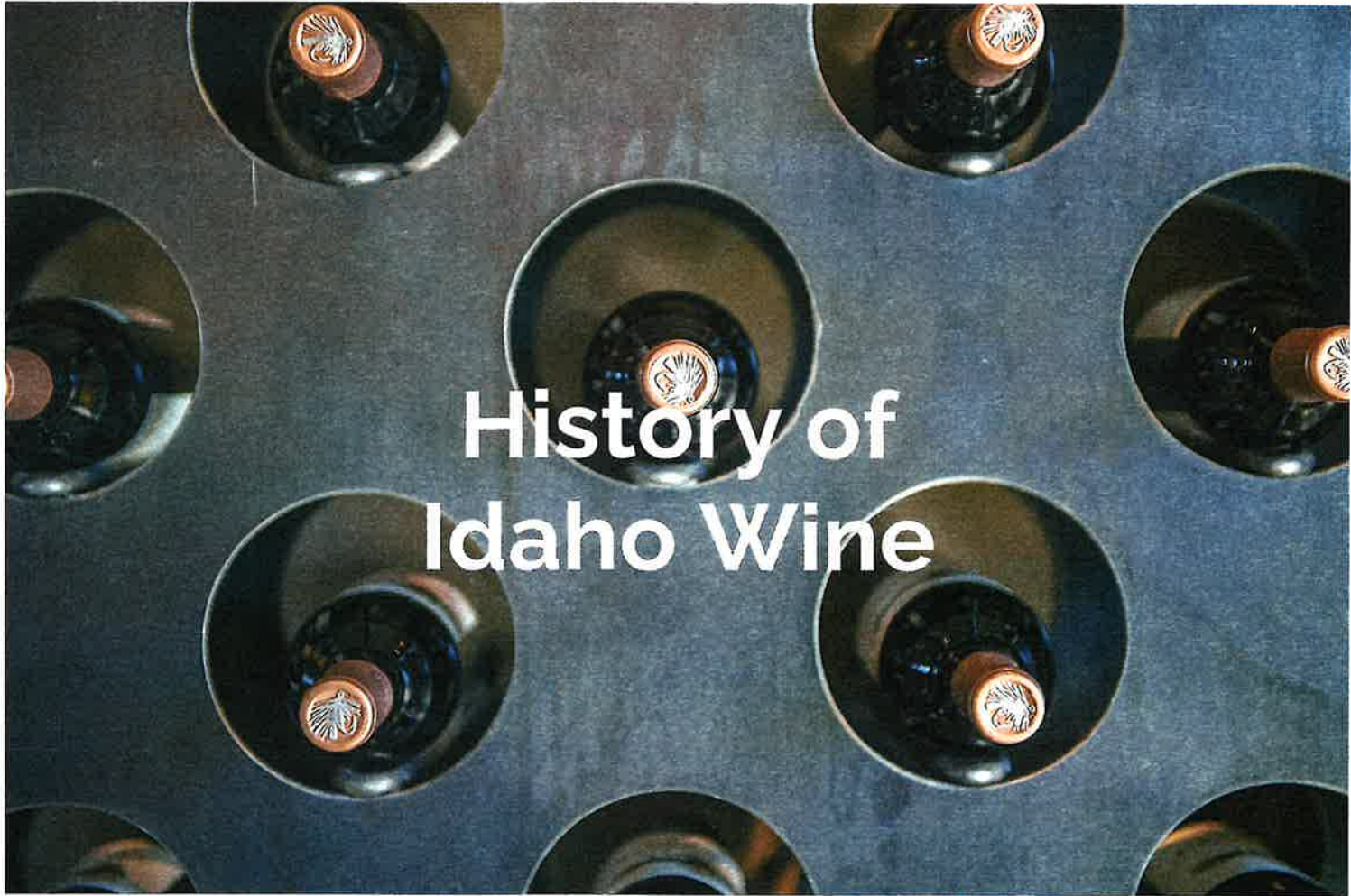




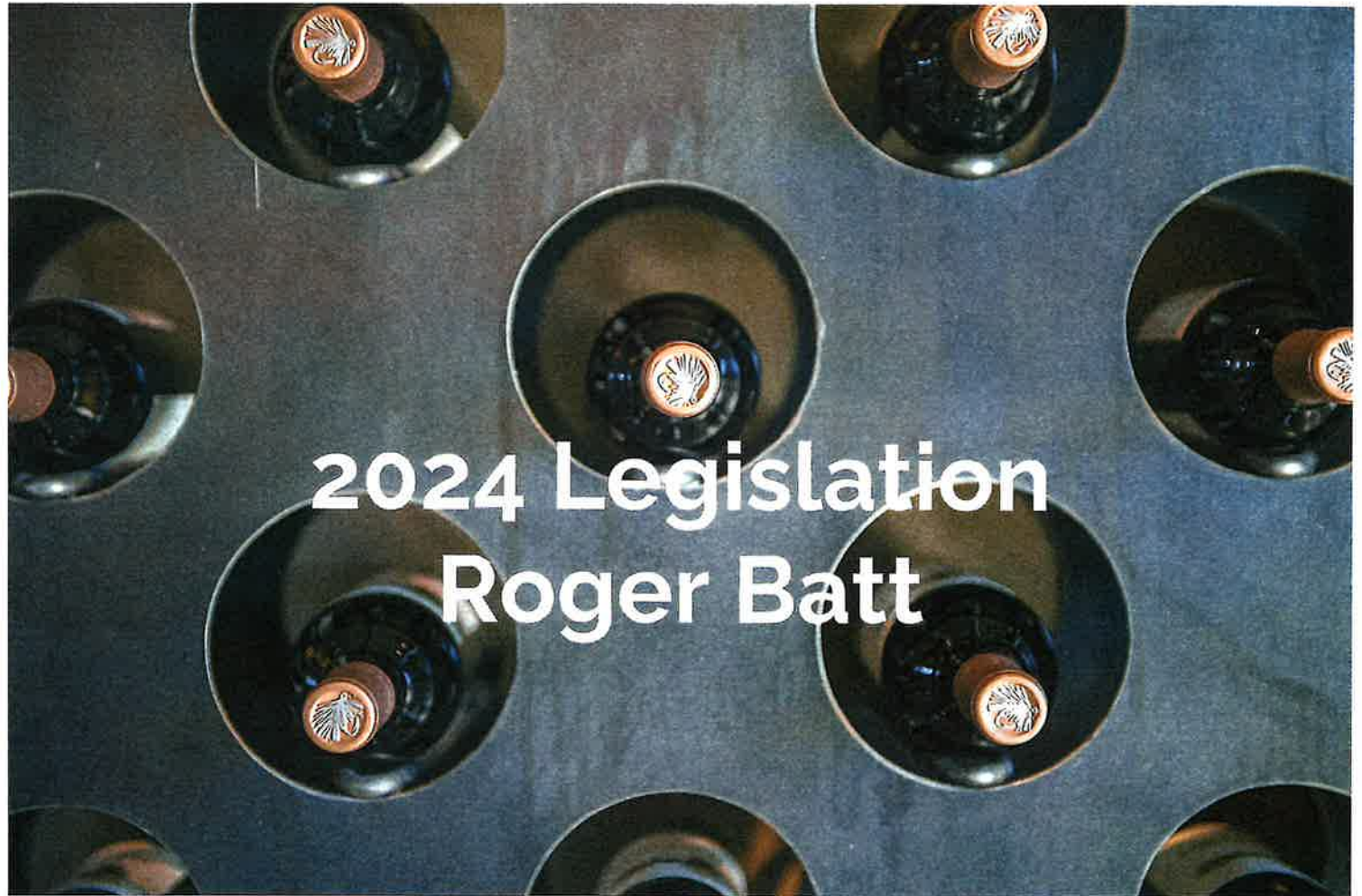
Idaho Wine Commission





- **1864:** first grapes planted in Lewiston
- **1919 - 1933:** Prohibition
- **1984:** Idaho Wine Commission formed
- **2007:** Snake River Valley AVA is approved
- **2015:** Eagle Foothills AVA is approved
- **2016:** Lewis-Clark Valley AVA is approved







Challenges Facing the Idaho Wine Industry





- Land preservation
- Funding increase for Idaho Wine Commission



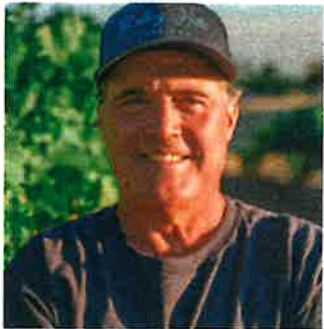




- ❖ Moya Dolsby - *Executive Director - 17 Years in 2024*
- ❖ Brenna Smith - *Operations & Finance Manager - 11 Years in 2024*
- ❖ Ashlee Struble - *Industry Relations Manager - 7 Years in 2024*
- ❖ Julianne Germain - *Project Manager - 1 year in 2024*







Board Chair
Mark Pasculli

**Rolling Hills
Vineyard**
Grower
1st Term
Expires July 2024



Commissioner
James Nederend

**Koenig Vineyards
SCORIA**
Producer
1st Term
Expires July 2026



Commissioner
Martin Fujishin

**Fujishin Family
Cellars**
Producer
1st Term
Expires July 2026



Commissioner
Melissa Sanborn

**Colter's Creek
Winery**
Producer
1st Term
Expires July 2025



Commissioner
Jake Cragin

**Skyline
Vineyards**
Grower
2nd Term
Expires July 2024





Mission

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





How is IWC Funded?





- Wine Excise Tax - **29% of total revenue**
- Optional Industry Assessments - **4% of total revenue**
- Savor Idaho Event - **10% of total revenue**
- Miscellaneous - **2% of total revenue**
- Idaho State Department of Agriculture Specialty Crop Block Grants - **55% of total revenue**

We do a lot with a little!

2023/2024 Budget

Marketing / PR

\$636,025*

45% TOTAL BUDGET

Marketing
Advertising
Media Relations
Website Maintenance
Tour Brochure
Savor Idaho

*\$507,660 SPECIALTY CROP
BLOCK GRANT FUNDING

Education

\$324,405*

23% TOTAL BUDGET

Educational Seminars
Industry Travel Funds
Annual Meeting
Idaho Wine Competition
David Wilkins Weather
Station Project
U of I Soil Grant

*\$261,257 SPECIALTY CROP
BLOCK GRANT FUNDING

Operational

\$460,239

32% TOTAL BUDGET

Professional Services
Travel
Insurance
Office Space & Supplies
Staff Salaries
Payroll Overhead
Benefits



February 20, 2024
Attachment 2

February 20, 2024
Attachment 2





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



1,300
ACRES
planted

\$314.1
MILLION
economic impact in
2022

\$300,000
SPECIALTY CROP
BLOCK GRANT
funds received in 2023

64
WINERIES
in Idaho



50,557
VISITORS

to the IWC website

71
MILLION

total audience
reached with earned
media coverage

42

MEDIA PLACEMENTS

includes regional &
national coverage

18.29%
OPEN RATE

of all IWC emails

14

THOUSAND

interactions
(comments, likes,
shares, etc.) on IWC
social media

1,788

NEW FOLLOWERS

on IWC social media
channels

1,300

TOUR BROCHURES

downloaded from
website, 15,000
printed & distributed

60

MEETINGS

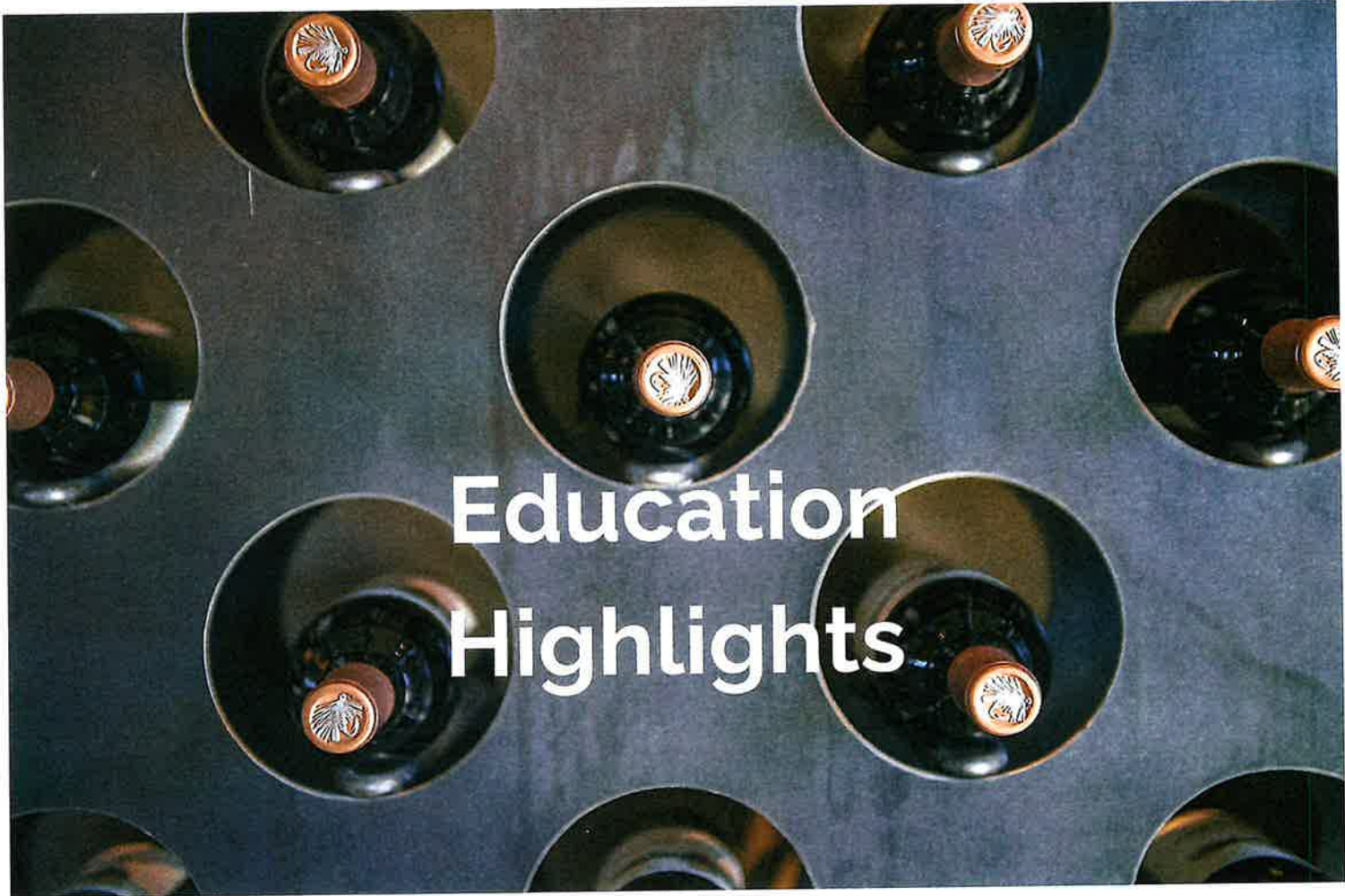
IWC Staff held with
Industry Members



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[IDAHO WINES](#) [VISIT](#) [EVENTS](#) [INDUSTRY RESOURCES](#) [BLOG](#) [WHO WE ARE](#) [Q](#)





Education Highlights



13
EDUCATION SEMINARS

Vineyard round tables, Tasting Room Seminar, Wine Filtration Seminar

100
ATTENDEES
each day with 18 speakers, 9 exhibitors & 8 sponsors

175
TOTAL ATTENDANCE

for the 13 educational seminars held throughout the year

16
VINEYARD VISITS
in Northern Idaho & Southern Idaho with Tony Domingos & Kade Casciato

5
MEMBERS

received Educational Travel Grant Funding totaling \$4,200

214
WINES ENTERED
in the Idaho Wine Competition with 37 gold medal wines

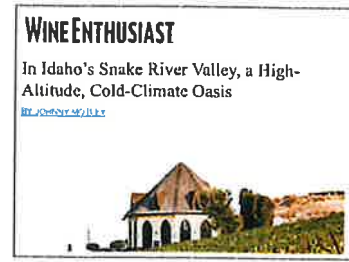
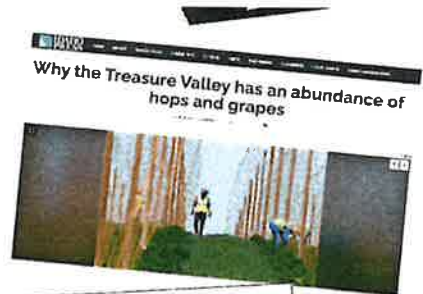
\$17,664
FUND BALANCE

in educational scholarship fund

91
ATTENDEES
2023 Idaho Wine Industry Boot Camp









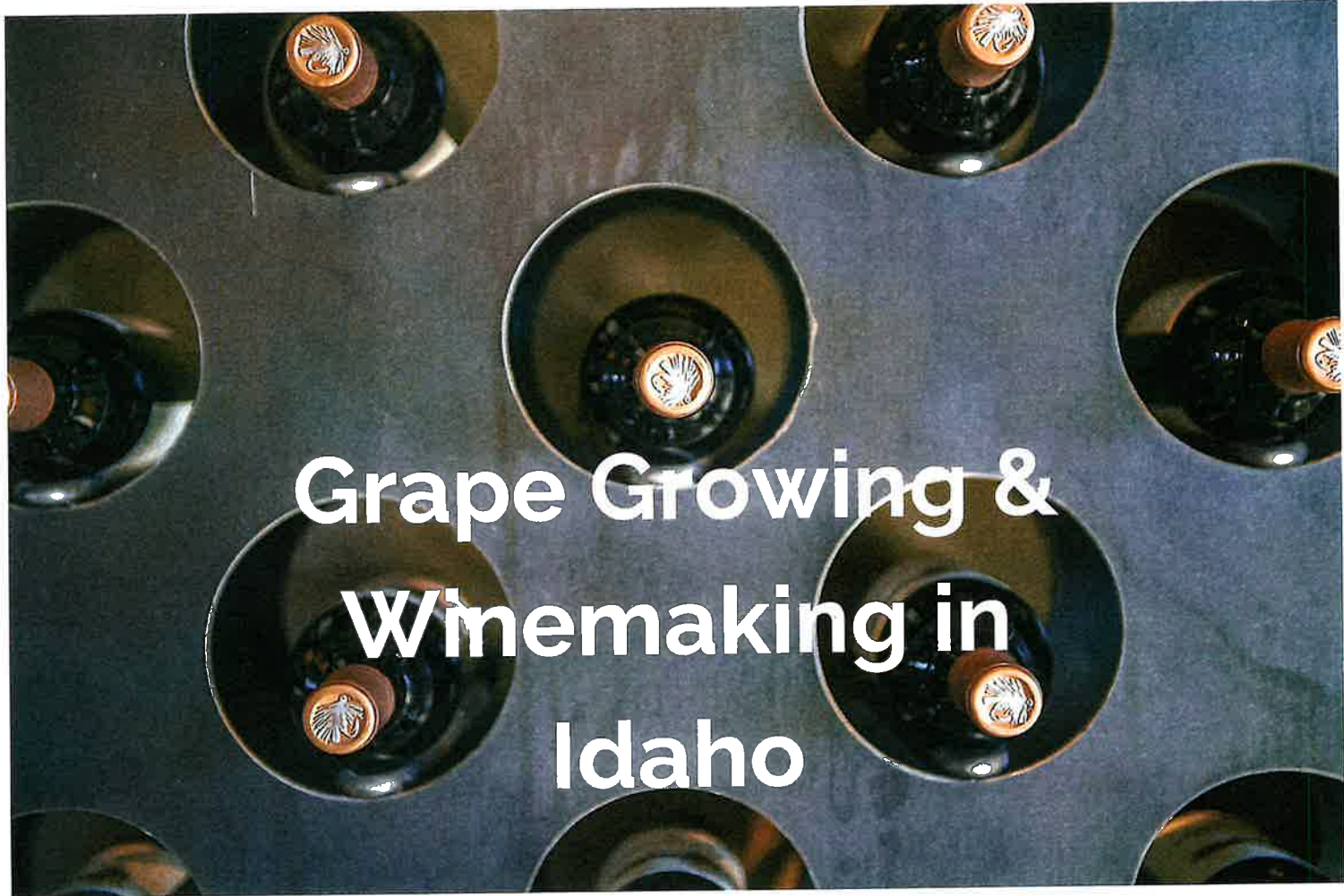
Economic Impact Study 2022



Economic Impact Study - Highlights

- **\$314.2** Million Dollar Impact in 2022
- For every **\$1** of excise tax-based investment was associated with **\$274** in business revenues related to wine production across the state of Idaho
- Winey Workforce increased to **540** up from 290 in 2017
- **3,100** total jobs impacted
- Wine Visitors spent an estimated **\$173.1 million**
- **890,000** visitors that traveled to Idaho incorporated a winery or tasting room into their trip in 2022





Grape Growing & Winemaking in Idaho



Martin Fujishin
Commissioner
IWC Board of Directors
Fujishin Family Cellars
Snake River Valley AVA



Making Wine

- Winemaking process
- Time from Harvest to Bottle
- Cost per bottle of wine
- Winery Challenges

Jay Hawkins
Lanae Ridge Vineyard
Snake River Valley AVA



Growing Wine Grapes

- Economics of growing grapes
- The Value of Grapes
- Water Requirements
- Varietals grown in Idaho
- Vineyard Challenges



Thank You



FebrFuary 20, 2024
Attachment 2