2024 Wine Industry Report Action Plan (12.18.2024)

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|  | **Recommendation** | **Potential Leaders & Partners** | **Potential Funding Sources** | **Priority** | **Timeline** | **Est. Cost** |
| 1 | Industry Coalition -Virginia Wine Institute: Create a coalition of industry professionals and support organizations to meet regularly for two years to drive the initiatives outlined in the Wine Cluster Up Planning Grant report and catalyze coordination between private sector needs and public/private resources to provide educational opportunities that support expansion  into the traded sector. | Virginia Wineries Association, Virginia Vineyards Association, Winemakers Research Exchange, VA Wine Marketing Office, Small Business Development Center, Destination Marketing Offices, Virginia Tourism Corporation, Piedmont VA Community College, winery owners, wine trade professionals, and other private  sector leaders | GO Virginia, private sector partnerships | High | 2 Years | **$149,000** |
| 2 | Contract with professional to support implementation of report  recommendations and action plan | Private sector consultant | Go Virginia, VA Wine Board | High | Ongoing |  |
| 3 | VA Wine Certification Program - Develop an accessible, online Virginia wine certification program available to Tasting Room staff, wine trade, and consumers, with targeting marketing throughout Virginia, Washington D.C., New York, and beyond, giving them talking point and confidence to direct consumers to purchase the region's  wines. | Virginia Wineries Association, Piedmont VA Community College, Private sector consultant | VA Wine Board, GO Virginia, industry coalition, private sector partnerships | High | 1 Year | **$163,000** |

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| 4 | Hidden Gems Wine Trail - Establish a "Hidden Gems Wine Trail" showcasing wineries which produce fewer than 2,500 cases. This will provide a much- needed spotlight to the 58% of the region's wineries at this production  level. | VA Wine Marketing Office | VA Wine Board, Virginia Tourism Corporation | Medium | 1 Year | **$18,000** |
| 5 | Consultation with Business Services - Arrange for free or low-cost consultation sessions for the region's wineries with local businesses identified as leaders in label and packaging design, branding,  marketing, and website development. | Industry coalition, SBDC, SCORE, CIC, etc. | GO Virginia | High | 1 Year |  |
| 6 | Resource Directory Expansion - Curate, maintain, and actively market a comprehensive guide of available resources and programs which can serve vineyards and wineries in the  region. | Industry coalition | GO Virginia | High | 3 Months |  |
| 7 | Gold Medal Wine Shipping - Support Governor's Cup Competition Gold Medal winning wineries who can opt into a marketing program which will connect  their wines with various influencers. | Destination marketing offices, Virginia Tourism Corporation | Virginia Tourism Corporation, Localities | Medium | 6 Months | **$5,000** |
| 8 | Secret Shopper Program - Develop a  targeted secret shopper program which | Industry coalition | VA Wine Board | High | 1 Year | **$20,000** |

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|  | will provide valuable feedback and supply action items to owners and managers regarding every aspect of the  guest experience. |  |  |  |  |  |
| 9 | Consumer Focus Group - Fund consumer focus groups in target markets to solicit anonymous feedback on perception of Virginia wine quality, wine style, packaging, branding, pricing,  etc. | Industry coalition | VA Wine Board | High | 1 Year | $20,000 |
| **10** | VWDC Review - Undertake an extensive feasibility study on the potential of expanding the VWDC to offer full-service distribution, sales team, and logistics, akin to a traditional distribution company, thus helping more Virginia  wines make it to the traded sector. | Industry coalition | VA Wine Board, Private sector contributions | High | 2Years | $75,000 |
| **11** | VA Wine Roadshow- Fund and organize "Virginia Wine Roadshows", inspired by successful efforts organized by the Willamette Valley and Finger Lakes (i.e. Finger Lakes Wine Alliance FLX Roadshow) wine regions, which bring Virginia winemakers and their wines to  out-of-state buyers in target markets. | Industry coalition | VA Wine Board | High | 1 Year | $15,000 |

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| **12** | VA ABC Store Placement - Call on industry leaders with the Virginia Wineries Association and the Virginia Wine Board to engage directly with the  Virginia ABC regarding this issue. | VA Wine Board, Virginia Wineries Association | TBD | Low | Ongoing |  |
| **13** | Equipment Sharing Coop - The region may be interested in seeking out recommendations about the possibility of establishing a "sunbelt equipment rental style" entity which could allow for the rented use or factional ownership of certain expensive pieces of vineyard and  winery equipment. | TBD | TBD | Low |  |  |
| **14** | Industry Speaker Series - Establish and fund a twice annual speaker series with the intentional focus of bringing in outside industry experts to discuss topics which cover grape growing, winemaking, and the business and  marketing of wine. | Industry coalition, Piedmont Virginia Community College | GO Virginia | Medium | Ongoing | **$12,000** |
| **15** | Sustainability Partnership - Support an organization of growers in the region who will work to define and establish best practices for increased sustainability in the vineyard and winery.  This will not only serve the environment | Regional winemaking leaders under the administration of the coalition: Matthieu Finot, Damien Blanchon, Jess Trapeni, et al. | VA Wine Board, private sector | High | Ongoing | $10,000 |

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|  | well but will also make the region's wines more attractive to consumers increasingly looking for sustainably produced wines, particularly in target markets such as Washington D.C and  New York City. |  |  |  |  |  |
| **16** | Workforce Development-Support investment in more robust workforce development programs with partners from community colleges and other colleges and universities. Additional education will not only support stronger operations in the vineyard and winery, but business and marketing focused education will support increased success of expanding in the traded  sector. | Piedmont Virginia Community College, University of Virginia, VTOP, VCW, industry coalition | **PVCC, GO Virginia** | High | Ongoing |  |
| **17** | Support Internship Opportunities - Support connecting vineyards and wineries with financial incentives for hiring of untrained interns and offer the opportunity to gain experiences in  various areas of the business. | Virginia Wineries Association, Virginia Talent+ Opportunity Partnership (VTOP), industry coalition | **VTOP, GO Virginia** | High | Ongoing |  |
| 18 | Educational Trips - Subsidize visits **to**  the region by connecting with high performing wine professionals working | VA Wine Marketing Office, industry coalition | VA Wine Board | Medium | Ongoing | $15,000 |

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|  | in target markets through essay contests and/or educational  presentations and testing. |  |  |  |  |  |
| 19 | Agricultural Partnerships - Develop cross-industry marketing to support "what grows together, goes together", and Leverage Virginia's position as a major agricultural producer to uplift  marketing across the entire sector. | VA Department of Agriculture & Consumer Services, Industry Partners | TBD | Medium | Ongoing |  |
| **20** | Anti-Alcohol Awareness - Educate the region's producers about the efforts sponsored by California wine and other alcohol industry groups to combat anti- alcohol messaging in the market and ensure Virginia has a seat at the table in  these efforts. | Virginia Wineries Association, VA Wine Marketing Office, industry coalition | TBD | High | Ongoing |  |
| **21** | Finance Education Resources - Develop professionally prepared training material, including video instruction, which covers how to address vineyard and winery specific accounting  challenges. | Virginia Wineries Association, accounting specialists, industry coalition, Small Business Development Center | GO Virginia | Medium | 1 Year | $10,000 |
| **22** | Access to Capital Resources - Work with agriculturally focused financial institutions, grant organizations, and  government backed programs to clarify | Virginia Wineries Association, VDACS, Financial Institutions, Small Business Development  Center | GO Virginia | Medium | '  6 Months | **$2,000** |

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|  | what financing options are available to  vineyard and winery owners. |  |  |  |  |  |
| **23** | Cost of Production Review-Work across regional wineries and vineyards to establish target metrics which may enhance profitability by reducing  production cost. | Virginia Wineries Association, Winemakers Research Exchange, Virginia Vineyards Association, industry coalition | GO Virginia | High | Ongoing | **$15,000** |
| **24** | Expanding Vineyard & Winery Technology- Convene experts to share information regarding recent advancements in applicable vineyard and winery technology and connect producers with funding to take advantage of these opportunities to  scale up their operations. | Virginia Wine Coalition, Virginia Wineries Association, private sector partners | Commonwealth Commercialization Fund | High | Ongoing | **$75,000** |
| **25** | Cooperative Wine Retail Space in DC - Investigate possibility of a cooperatively owned and managed Virginia wine retail and event space within Washington D.C. This location could offer an opportunity for producers in the region to have shelf space for their wines in this target market as well as a location to host  trade and consumer tasting events. | Virginia Wineries Association, Virginia Winery Distribution Company, private sector partners | TBD | Medium | Ongoing | **$10,000** |