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## Idaho Wine Commission Team



- Moya Dolsby - *Executive Director*
- Brenna Christison - *Operations & Finance Manager*
- Ashlee Struble - *Industry Relations Manager*
- Kathryn Westlund - *Events Coordinator*

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## Commissioners

- Earl Sullivan, Chairman - *Telaya Wine Co.*
- Jake Cragin - *Skyline Vineyards*
- Greg Koenig - *Koenig Vineyards*
- Crystal Potter - *Potter Wines*
- Mike Williamson - *Williamson Vineyards*



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## Idaho Wine Commission's Mission

Be a united voice to market, promote and champion all Idaho's grape growers and winemakers



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## Idaho Wine Commission's Vision

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



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## Qualities of Idaho Wines Are ...

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












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## Facts & Statistics

 <b>60</b> WINERIES <i>in Idaho</i>	 <b>1,300</b> ACRES <i>planted</i>	 <b>\$209.6</b> MILLION <i>economic impact in 2017</i>
 <b>131,756</b> GALLONS <i>produced in 2018</i>	 <b>160,000</b> AVERAGE CASES <i>of wine produced annually</i>	 <b>2,800</b> TONS <i>of grapes harvested in 2018</i>
 <b>600 - 3,000</b> FEET <i>elevation</i>	 <b>3</b> AVAs <i>Snake River Valley, Eagle Foothills, Lewis-Clark Valley</i>	



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## Wine Excise Tax

### WINE EXCISE TAX

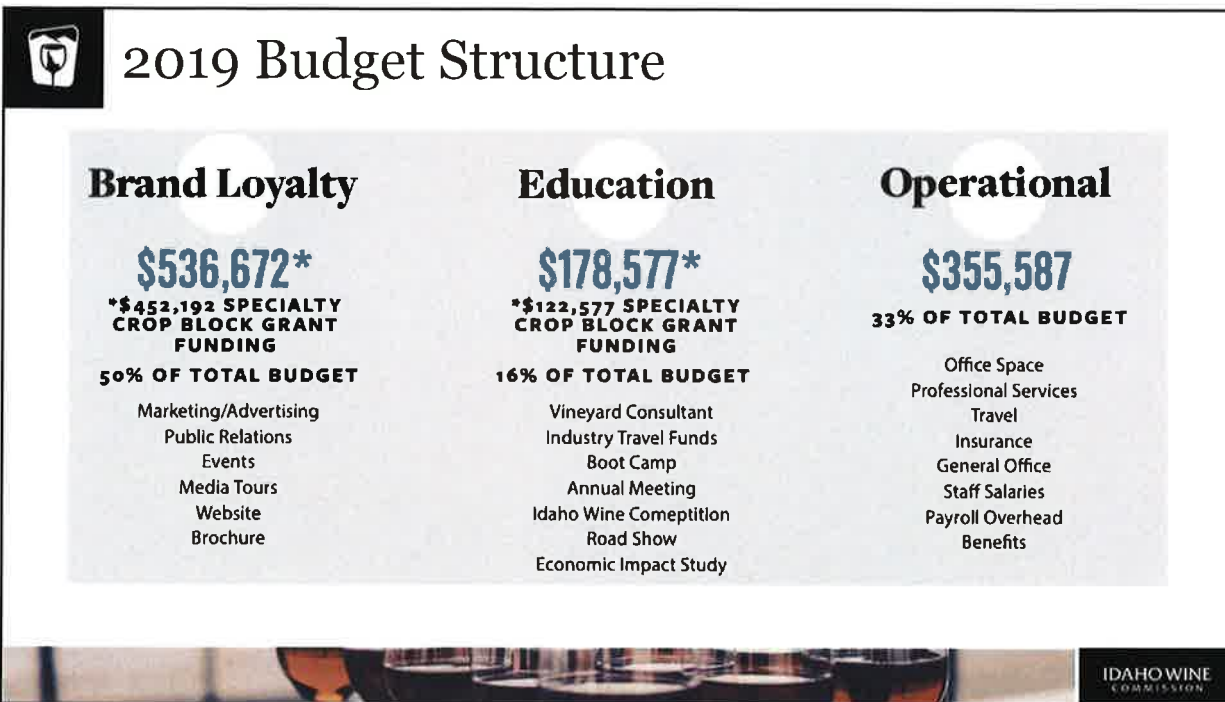
Wine Excise Tax is \$0.45 per gallon (\$6,017,040 in 2018)

- 83% Allocated to General Fund (\$0.38 or \$4,994,143)
- 12% Allocated to Substance Abuse (\$0.05 or \$722,044)
- 5% Allocated to Idaho Grape Growers & Wine Producers Commission (\$0.02 or \$300,071)



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**2019 Budget Structure**

Brand Loyalty	Education	Operational
<b>\$536,672*</b>	<b>\$178,577*</b>	<b>\$355,587</b>
*\$452,192 SPECIALTY CROP BLOCK GRANT FUNDING	*\$122,577 SPECIALTY CROP BLOCK GRANT FUNDING	33% OF TOTAL BUDGET
50% OF TOTAL BUDGET	16% OF TOTAL BUDGET	
<ul style="list-style-type: none"> <li>Marketing/Advertising</li> <li>Public Relations</li> <li>Events</li> <li>Media Tours</li> <li>Website</li> <li>Brochure</li> </ul>	<ul style="list-style-type: none"> <li>Vineyard Consultant</li> <li>Industry Travel Funds</li> <li>Boot Camp</li> <li>Annual Meeting</li> <li>Idaho Wine Competition</li> <li>Road Show</li> <li>Economic Impact Study</li> </ul>	<ul style="list-style-type: none"> <li>Office Space</li> <li>Professional Services</li> <li>Travel</li> <li>Insurance</li> <li>General Office</li> <li>Staff Salaries</li> <li>Payroll Overhead</li> <li>Benefits</li> </ul>

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**2017 Economic Impact**

- \$209.6 Million Total Economic Impact of Wine Industry to the State
- Every \$1 of excise-tax based investment was associated with \$260 in business revenues across the state



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## Current Legislation

Bonded Warehouse Legislation

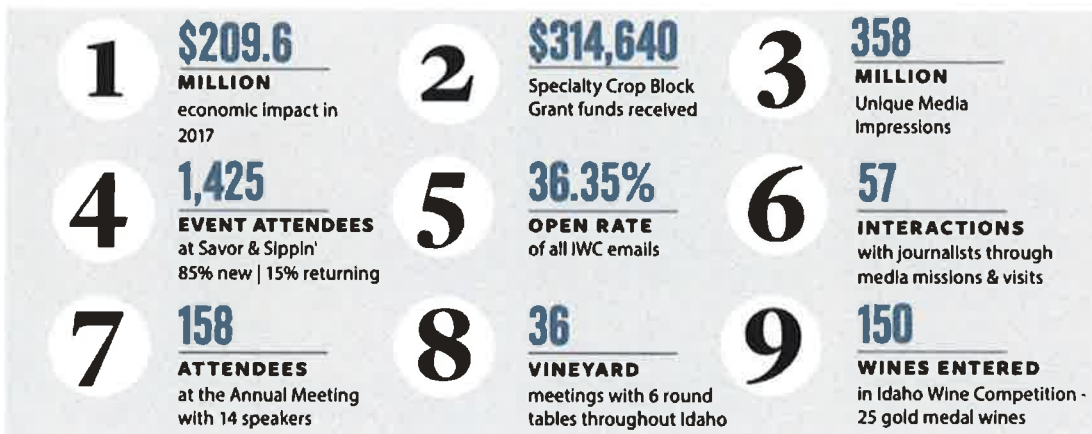


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## Top 9 for 2019



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## Challenges We Face

- Funding Cut
- More Grapes in the Ground
- Extension Office
- More Funding for Research



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