

A hand is holding a wine glass filled with red wine in the foreground. The background is a blurred outdoor setting with people sitting at tables, suggesting a wine festival or tasting event. The text "IDAHO WINE COMMISSION" is overlaid on the lower right portion of the image.

**IDAHO WINE**  
COMMISSION

Attachment 3  
2/25/2021



# Idaho Wine Commission Team



Executive Director

**Moya Shatz Dolsby**



Operations & Finance Manager

**Brenna Smith**



Industry Relations Manager

**Ashlee Struble**

Attachment 3

2/25/2021





# Governor Appointed Board of Directors



Commissioner  
**Crystal Potter**  
PotterWines



Commissioner  
**Scott Smith**  
Sol Invictus Vineyards



Board Chair  
**Earl Sullivan**  
Telaya Wine Co.



Commissioner  
**Jake Cragin**  
Skyline Vineyard



Commissioner  
**Mike Williamson**  
Williamson Vineyards

Attachment 3  
2/25/2021





# Our Mission

- We support Idaho grape growers and winemakers and act as the united voice for the Idaho wine industry, helping to grow awareness and sales of Idaho wines
- Idaho wines are high quality and an important part of Idaho's economy

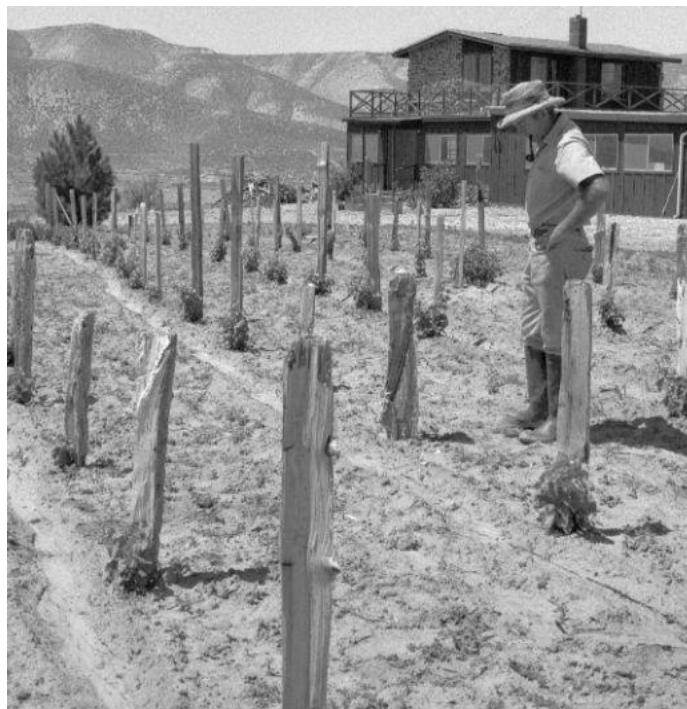
Attachment 3

2/25/2021



# Idaho Wine - 150 Years in the Making

- **1864:** First grapes planted in Lewiston
- **1919 - 1933:** Prohibition
- **1971:** Wine Act Passed & Signed Into Law
- **1984:** Idaho Wine Commission is formed
- **2002:** 11 wineries in Idaho
- **2007:** Snake River Valley is Idaho's first approved American Viticulture Area



Attachment 3  
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# Idaho Wine - 150 Years in the Making

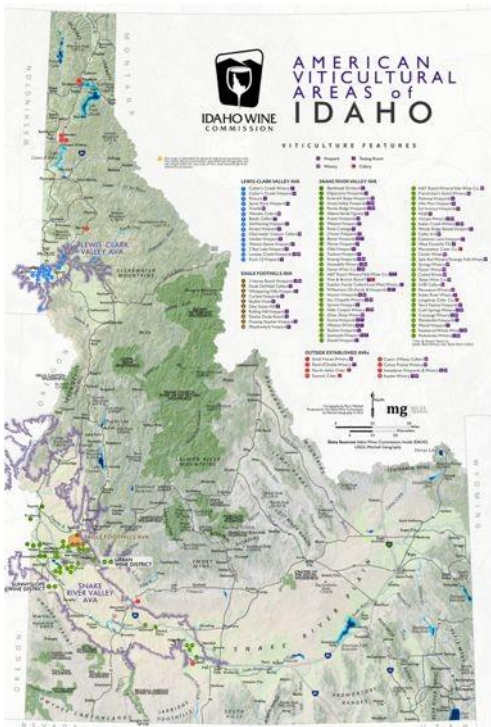
- **2008:** \$73 million dollar Economic Impact
- **2010:** 43 wineries and 1,200 acres planted
- **2013:** 50 wineries, \$169.3 million dollar Economic Impact
- **2015:** Eagle Foothills American Viticultural Area (AVA) approved
- **2016:** Lewis-Clark Valley American Viticultural Area (AVA) approved
- **2017:** \$209.9 million dollar Economic Impact
- **2020:** 65 wineries and 1,300 acres planted

Attachment 3

2/25/2021



# Growing Idaho Grapes



- Rich volcanic soil
- Abundant sun and water
- High-elevation vineyards
- Four distinct seasons
- Winter dormancy
- Warm growing season

Attachment 3

2/25/2021





# 2020 Year in Review

**228,878**

**TOTAL VISITORS**  
to the IWC website

**41**

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

**43**

**MEDIA  
PLACEMENTS**  
includes regional &  
national coverage

**36.35%**

**OPEN RATE**  
of all IWC emails

**16.7**

**THOUSAND**  
engagements  
(comments, likes,  
shares) on IWC social  
media channels

**1,267**

**NEW  
FOLLOWERS**  
on IWC social media  
channels

**23**

**BLOG POSTS**  
written highlighting  
industry members

**258**

**TOUR BROCHURES**  
distributed &  
downloaded from  
website, **20,000** printed  
& distributed across state

Attachment 3  
2/25/2021







# 2020 Year in Review

## Idaho Wine Competition Best of Show - Williamson 2019 Albariño

**8**

### **EDUCATION SEMINARS**

Wise, Fahlgren Mortine,  
Joel Perez, Kade  
Casciato, Tony Domingos

**582**

### **BOTTLES**

sold through Taste  
Idaho Gold program

**8**

### **CONFERENCES**

IWC staff attended  
virtually

**\$763**

### **TRAVEL FUNDS**

awarded to Travis Walker  
& Martin Fujishin

**110**

### **ATTENDEES**

each day at the Annual  
Meeting with 13 speakers

**18**

### **VINEYARD**

meetings with 6 round  
tables throughout Idaho

**160**

### **WINES ENTERED**

in Idaho Wine Competition  
**39 gold medal wines**

**60**

### **MEMBER MEETINGS**

virtual check-in's with  
IWC staff

Attachment 3

2/25/2021