

**LODI WINEGRAPE COMMISSION
2020-2021 BUDGET**

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>REVENUE TO DATE</u>	<u>%</u>
4120	Assessments	\$1,605,285.00	\$0.00	0.00%
4160	Winery Contributions	\$85,000.00	\$0.00	0.00%
4162	Event Revenue	\$270,000.00	\$0.00	0.00%
4122	Lodi Rules Licensing Fees	\$49,500.00	\$0.00	0.00%
4131	Grant Income	\$0.00	\$0.00	#DIV/0!
4130	Interest	\$1,000.00	\$0.00	0.00%
4150	Other Income (Sponsorship)	\$10,000.00	\$0.00	0.00%
	Subtotal Commission Revenue	\$2,020,785.00	\$0.00	0.00%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$0.00	0.00%
4148	Rent	\$48,051.91	\$0.00	0.00%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$0.00	0.00%
	Total Revenue	\$2,279,046.79	\$0.00	0.00%
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	Grower Marketing	\$730,950.00	\$0.00	0.00%
	Winery Marketing	\$135,000.00	\$0.00	0.00%
	Research, Education & Communication	\$154,700.00	\$0.00	0.00%
	Lodi Rules	\$49,500.00	\$0.00	0.00%
	Admin & Personnel	\$904,270.86	\$0.00	0.00%
	Visitor Center Sponsorship	\$75,000.00	\$0.00	0.00%
	Subtotal Commission Expenditures	\$2,049,420.86	\$0.00	0.00%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$0.00	0.00%
	Subtotal CWEF Expenditures	\$258,261.79	\$0.00	0.00%
	Total Expenditures	\$2,307,682.65	\$0.00	0.00%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	\$0.00	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET

DEPARTMENT: GROWER MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Industry, Trade & Consumer Promotion</u>			
6100	Graphic Design (Advertising Design)	\$50,000.00		0.00%
6110	Advertising (Paid Media)	\$350,000.00		0.00%
6120	Printing & Materials	\$30,000.00		0.00%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$0.00	0.00%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00		0.00%
6140	Promotional Sponsorship	\$10,000.00		0.00%
6150	Community Sponsorship	\$6,000.00		0.00%
6160	Trade Shows	\$3,200.00		0.00%
	Promotional Events & Activities Expenditures	\$49,200.00	\$0.00	0.00%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00		0.00%
6098	Supplies	\$3,000.00		0.00%
6130	Public Relations Activities	\$75,000.00		0.00%
6132	Lodi Wine Blog	\$72,000.00		0.00%
6170	Wine Purchases	\$1,500.00		0.00%
	Public Relations Expenditures	\$229,500.00	\$0.00	0.00%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00		0.00%
6035	Postage/Shipping	\$3,000.00		0.00%
6060	Website - Internet	\$10,000.00		0.00%
6076 & 6080	Travel	\$7,500.00		0.00%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$0.00	0.00%
	Total Expenditures	\$730,950.00	\$0.00	0.00%

GROWER MARKETING

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2020-2021 BUDGET

DEPARTMENT: WINERY MARKETING

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00		0.00%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00		0.00%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00		0.00%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$0.00	0.00%
	<u>Events (Roadshows)</u>			
6140	Promotional Sponsorship	\$30,000.00		0.00%
6070.2 & 6098	Supplies & Maintenance	\$30,000.00		0.00%
6076 & 6080	Travel	\$7,500.00		0.00%
	Events Expenditures	\$67,500.00	\$0.00	0.00%
	<u>Activities Support</u>			
6221	Meeting Expenses	\$2,500.00		0.00%
6033	Office Supplies	\$1,000.00		0.00%
6090	Merchant/Bank Fees	\$500.00		0.00%
6035	Postage	\$1,500.00		0.00%
	Activities Support Expenditures	\$5,500.00	\$0.00	0.00%
	Total Expenditures	\$135,000.00	\$0.00	0.00%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2020-2021 BUDGET

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Outreach & Education</u>			
6033 & 6098	Supplies	\$2,000.00		0.00%
6070.2	Maintenance - Cleaning	\$400.00		0.00%
6076 & 6080	Travel	\$10,000.00		0.00%
6130	Public Relations	\$1,000.00		0.00%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$500.00		0.00%
6220	Grower Meetings & Socials	\$16,000.00		0.00%
6221	LWC Meeting Expenses	\$1,200.00		0.00%
6250	Membership/Dues	\$3,000.00		0.00%
6255	Subscriptions	\$1,500.00		0.00%
6266	Weather Services	\$30,000.00		0.00%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	\$54,200.00	\$0.00	0.00%
	<u>Communications</u>			
6035	Postage	\$10,000.00		0.00%
6060	Website/Internet	\$5,000.00		0.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00		0.00%
6120	Printing & Materials	\$2,500.00		0.00%
6210	Publications	\$30,000.00		0.00%
	Communications Expenditures	\$65,500.00	\$0.00	0.00%
	<u>Research</u>			
6320	AVF Contributions	\$10,000.00		0.00%
6320	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$15,000.00		0.00%
	Research Expenditures	\$35,000.00	\$0.00	0.00%
	Total REC Expenditures	\$154,700.00	\$0.00	0.00%

LODI WINEGRAPE COMMISSION
LODI RULES
2020-2021 BUDGET

DEPARTMENT: LODI RULES				
<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>DRAFT FY2020-2021 BUDGET REQUEST</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Communications, Marketing & Promotions</u>			
6060	Website/Internet	\$2,000.00		0.00%
6100	Graphic Design	\$3,000.00		0.00%
6120	Printing & Materials	\$2,000.00		
6130	Public Relations	\$8,600.00		0.00%
6160	Trade Shows/Conferences	\$500.00		0.00%
6210	Publications (Newsletters & Videos)	\$10,000.00		0.00%
6220	Grower Meetings & Seminars	\$9,000.00		0.00%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$0.00	0.00%
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		
	Program Improvements Expenditures	\$7,200.00	\$0.00	0.00%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00		
6033 & 6098	Supplies	\$300.00		
6035	Postage/Shipping	\$700.00		
6076 & 6080	Travel	\$4,000.00		
6221	LWC Meeting Expenses	\$1,000.00		
	Activities Support Expenditures	\$7,200.00		
	Total Expenditures	\$49,500.00	#REF!	#REF!

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2020-2021 BUDGET

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00		0.00%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00		0.00%
	Personnel Expenditures	\$678,002.00	\$0.00	0.00%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00		0.00%
6033	Office Supplies	\$12,000.00		0.00%
6035	Postage	\$2,000.00		0.00%
6040	Rent	\$75,474.86		0.00%
6041	Offsite Storage	\$5,136.00		0.00%
6054	Property Tax	\$1,200.00		0.00%
6056 & 6058	Utilities & Telephone	\$9,000.00		0.00%
6070.2 & 6070.3	Office Maintenance	\$6,500.00		0.00%
6090 & 6560	Payroll & Bank Fees	\$1,000.00		0.00%
6120	Printing & Supplies	\$1,000.00		0.00%
	Office Expenditures	\$129,310.86	\$0.00	0.00%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00		0.00%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	C DFA Charges	\$40,000.00		0.00%
	Professional Fees Expenditures	\$66,000.00	\$0.00	0.00%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00		0.00%
6070.4	Copier/Lease	\$3,742.00		0.00%
	Information Technology Expenditures	\$28,958.00	\$0.00	0.00%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
6250	Dues	\$250.00		0.00%
	Other Admin Expenditures	\$2,000.00	\$0.00	0.00%
	Total Expenditures	\$904,270.86	\$0.00	0.00%

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO 3/31/20	PERCENT TO BUDGET
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$0.00	0.00%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$0.00	0.00%
	Personnel Expenditures	\$210,209.88	\$0.00	0.00%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$0.00	0.00%
	Office Expenditures	\$48,051.91	\$0.00	0.00%
	Total Visitor Center Expenditures	\$258,261.79	\$0.00	0.00%