



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

WINERY MARKETING COMMITTEE December 15, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 2:30 p.m. on Tuesday, December 15, 2020.

The meeting was called to order at 2:35 p.m.

In attendance were committee members Steve Felten, Jon Bjork, Todd Maley, Jorja Lerner, Dan Panella, Jason Eells, Tanya McMahan, and Dave Phillips. A quorum was established.

Others present were Nina Schatz (Peltier Winery), Nancy Beckman (Visit Lodi) and Kendra Altnow (LWC Board Chair and LangeTwins Family Winery & Vineyards).

Staff present were Stuart Spencer, Jenny Heitman, and Katie Crippen.

Meeting minutes (Exhibit A) from the October 13, 2020 meeting were reviewed and approved. Bjork/Panella carried.

PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

COVID-19 & WINERY OPERATIONS UPDATES

Attending wineries provided an update on current tasting room operations. Effective December 7, all tasting operations have closed due to the regional stay at home order. Michael David reported that prior to the regional stay at home order, they were busy, and guests kept coming back week after week. Harney Lane reported that outdoor tastings were going quite well up until the shutdown because of great weather. Macchia is trying to stay engaged with the customers by sending emails weekly while the tasting room is closed. Oak Farm reported they are open for club members only.

2020/2021 SCHEDULED WINERY ROAD SHOWS

Due to continuing cancellations, the committee will not be sponsoring Road Shows for the rest of the 2020 calendar year.

San Diego Bay Food & Wine Festival –

The San Diego Bay Food & Wine Festival, previously scheduled for November 13 & 14, 2020, was cancelled. Per committee decision, staff has requested a refund for table fees already paid. Refund has not yet been received. Staff continues to follow up.

ProWein (March 27-29, 2022) –

ProWein 2021 has been cancelled. The 2022 dates have been scheduled for March 27-29, 2022.

Food & Wine Classic in Aspen (September 10-12, 2021) –

Staff reported that the June event has been postponed to September 10-12, 2021. The Commission's 2020/21 advertising agreement with Food & Wine allows for the opportunity to secure up to five tables at the 2021 Food & Wine Classic in Aspen. Staff will continue to stay in touch with event organizers regarding participation by Lodi wineries.

LODI WINE & CHOCOLATE 2021 – ALTERNATIVES & OPTIONS

Staff presented key takeaways from the consumer survey (Exhibit B). Key takeaways from the survey included:

- Past attendees surveyed. There was a total of 480 respondents.
- 77% of respondents have attended the event at least twice and 22% more than six times.
- 76% of respondents would be comfortable attending a reservation only event weekend.
- 70% of respondents indicated they would attend Saturday and Sunday or one day only, Saturday or Sunday. The weekend dates will be key for winery participation and promotion.
- Event offering is the most important factor in attending the event followed by adherence to COVID safety protocols and price point. Virtual options or lodging was not important to respondents.
- Maintaining as much of the original event atmosphere (music, food, etc.) is important to many respondents. Freedom to select wineries/tasting locations at will is important to some respondents. We may lose this segment of the audience in 2021.

Staff reported that they have been working with CellarPass to set up ticketing based on the proposed restructure of the 2021 event from visitation at will to reservation only based visitation. The committee discussed the likely possibility of needing to push the event back to a time in March, April, or even May. This will be determined by state and county COVID regulations and restrictions. The committee will reevaluate the timeline for the event at the next meeting in January 2021.

2020-21 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending September 2020 (Exhibit C) was presented. Largest expenditures fall under the directional signage maintenance for the installation of the new Lodi Wine branded toppers. There is also a post which needs to be reinstalled.

REPORTS FROM OTHER COMMITTEES

Grower Marketing Committee

Save the Old Vines Campaign (October-November 2020) – Staff reported great success with the fall "Save the Old Vines" campaign which had recently wrapped at the end of November. The campaign aimed at highlighting Lodi's rich viticultural history through its old vine vineyards and wines and the people behind both. The campaign was supported by a dedicated website (savetheold.com) and partnerships with Wine Enthusiast, VinePair, Wine Business Monthly, and Hearst Communications/SF Chronicle. The campaign was augmented through email marketing, social media, and public relations efforts including a Facebook LIVE virtual tasting on November 10 at 4:30pm PST which featured growers Kevin Phillips (Michael David Winery), Jeff Perlegos (Lodi grower, Stampede Vineyard), and Tegan Passalacqua (Turley Wine Cellars and Sandlands). Staff will be compiling a final report including analytics in the coming weeks.

Grower Relationship Mailing (December 2020) – Staff is currently organizing an industry mailing utilizing the new Lodi Wine Growers brand. Key objectives are to 1) Elevate the perception of quality of Lodi winegrapes and wines; 2) Favorably position Lodi winegrapes and growers with high-intent and 3) Foster existing relationships between buyers and Lodi growers and establish new relationships.

Marketing collateral provided to recipients may include a backpack, notebook, water bottle or mug, power bank, hat, and more. The mailing is being distributed this week, to be received prior to Christmas.

PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

2020 Awards

Staff reported that several Lodi brands and wines had recently received well-deserved recognition including: 1) Michael David Winery recognized as 2020 American Winery of the Year by Wine Enthusiast Magazine; 2) Klinker Brick Grenache Blanc included in Wine Spectator's Top 100 of 2020 list; and 3) Klinker Brick Farrah Syrah included in Wine Spectator's Top 100 Values of 2020 list.

Community Benchmark

Staff reported they had been in conversation with representatives of Community Benchmark – a winery DTC software which uses proprietary algorithms to measure the relative success of tasting rooms and helps wineries discover new growth opportunities. Based off committee interest, staff will look into organizing a virtual presentation for Lodi wineries. There will be a fee associated for the Commission to provide this service to Lodi wineries. There may be additional costs to wineries who want access to in-depth analytics and reports.

AGENDA ITEMS FOR FUTURE MEETINGS

No agenda items were requested to be added to future meetings.

SET NEXT MEETING DATE

The next meeting will be at 2:30 p.m. on Monday, January 11, 2021.

ADJOURN

The meeting was adjourned at 3:49 p.m.

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).



To empower all Lodi Crush District 11 winegrowers and serve their common interests to enhance the profitability of winegrape production through promotion, research, and education.

WINERY MARKETING COMMITTEE October 13, 2020 Meeting Minutes

The Lodi Winegrape Commission's Winery Marketing Committee met at 9:00 a.m. on Tuesday, October 13, 2020.

The meeting was called to order at 9:03 a.m.

In attendance were committee members Jon Bjork, Todd Maley, Jorja Lerner, Dan Panella, & Dave Phillips. A quorum was established.

Others present were Nina Schatz (Peltier Winery) and Kendra Altnow (LWC Board Chair and LangeTwins Family Winery & Vineyards).

Staff present were Stuart Spencer, Jenny Heitman, and Katie Crippen.

Meeting minutes from the June 1, 2020 and July 6, 2020 meeting were reviewed and approved. Bjork/Phillips carried. **(Exhibit A & B)**

PUBLIC COMMENTS ON ITEMS APPEARING ON THE AGENDA

No public comments.

COVID-19 & WINERY OPERATIONS UPDATES

Attending wineries provided an update on current tasting room operations. Both Oak Farm Vineyards and Harney Lane Winery reported that they are serving guests outside with bottle and by-the-glass options. Peltier Winery is serving guests outside with tasting flights, as is Michael David Winery by reservation. Both Peltier and Michael David are running into challenges with large groups who are attempting to visit with or without reservation. LangeTwins Winery is currently not open for bottle or glass service or tasting but is working on an alternative to reopen. LangeTwins reported that their curbside pickup and flights to go have been very successful.

WINERY MARKETING COMMITTEE STRATEGY & IDEAS

The committee discussed ideas for ongoing winery promotions. Ideas included 1) Continuing to promote Lodi as a safe getaway destination with many options for stays including hotels and rental homes; 2) Highlighting Lodi's community as willing and considerate hosts; and 3) Opting for smaller events more frequently throughout the year versus large scale events.

2020/2021 SCHEDULED WINERY ROAD SHOWS

Due to continuing cancellations, the committee will not be sponsoring Road Shows for the rest of the 2020 calendar year.

San Diego Bay Food & Wine Festival (November 13 & 14, 2020) – Cancelled

The San Diego Bay Food & Wine Festival is the only Road Show that the Commission has paid a participation fee. Staff has reached out to event organizers and has asked for a refund rather than rolling over the participation fee to the 2021 event.

ProWein (March 19 – 23, 2021)

ProWein plans to move forward with an in-person event.

Food & Wine Classic in Aspen (June 18 – 20, 2021)

The Commission's 2020/21 advertising agreement with Food & Wine allows for the opportunity to secure up to five tables at the 2021 Food & Wine Classic in Aspen. Tables would be placed together in the main tasting tent. Staff surveyed attending committee members as to intent to participate in 2021. Michael David reported that they have rolled over their 2020 participation fees to the 2021 event. Oak Farm reported that they would be interested in going so long as tables are within the main tasting tent. LangeTwins reported interest but has not yet discussed attending the event yet.

LODI WINE & CHOCOLATE 2021 – ALTERNATIVES & OPTIONS

Staff presented the committee with an alternative event format for 2021 (**Exhibit C**). The proposed reservation-only based format would spread out customers and control traffic at each participating winery location. Attendees would be required to pre-select their tasting locations at time of ticket purchase. Wineries would have the opportunity to define the number of guests they were able to accommodate. The committee discussed extending the weekend from February 12 –14 to February 12 – 15. Staff will survey Lodi wineries for feedback and ideas regarding proposed 2021 event logistics.

2020-21 YEAR-TO-DATE BUDGET REVIEW

A budget for period ending August 2020 was presented (**Exhibit D**). To date, contribution income is at 3% (\$2,625). Contribution income will continue to increase as dues are submitted. Staff also pointed out that going forward the whole budget will be present, not just the Winery Marketing Committee budget.

REPORTS FROM OTHER COMMITTEES

Grower Marketing Committee

Save the Old Vines Campaign (October-November, 2020) –The campaign will highlight Lodi's rich viticultural history through its old vine vineyards and wines and the people behind both. The campaign is supported by a dedicated website (savetheold.com) and partnerships with Wine Enthusiast, VinePair, Wine Business Monthly, and Hearst Communications/SF Chronicle. The campaign will be augmented through email marketing, social media, and public relations efforts including a Facebook LIVE virtual tasting on November 10 at 4:30pm PST.

Grower Relationship Mailing (December 2020) – Staff is currently organizing an industry mailing utilizing the new Lodi Wine Growers brand. Key objectives are to 1) Elevate the perception of quality of Lodi winegrapes and wines; 2) Favorably position Lodi winegrapes and growers with high-intent and 3) Foster existing relationships between buyers and Lodi growers and establish new relationships. Marketing collateral provided to recipients may include a backpack, notebook, water bottle or mug, power bank, hat, and more. The goal is to distribute early December.

Lodi Wine Virtual Masterclass with Elaine Brown & SOMM Foundation (October 14 & 15, 2020) – Due to COVID-19 concerns, the previously planned Somm Camp with SOMMFoundation (Sept. 13-17) was cancelled. In place of in-person tours, the Commission has contracted with SOMMFoundation to provide two 2-hour education sessions, October 14 & 15. Twenty-four media received a total of 12 Lodi wines and will be guided through the tastings and provided general education on the region by moderators Elaine Brown and Stuart Spencer in addition to a handful of Lodi growers and winemakers.

Wine Enthusiast 21st Annual Wine Star Awards – 2020 nominees include Brad & Randall Lange for Social Visionary of the Year and Michael David Winery for American Winery of the Year.

PUBLIC COMMENT ON ITEMS NOT APPEARING ON THE AGENDA

No public comment.

AGENDA ITEMS FOR FUTURE MEETINGS

No items were requested for future meetings.

SET NEXT MEETING DATE

The next meeting will be at 9:00 a.m. on Monday, November 9, 2020.

ADJOURN

The meeting was adjourned at 10:14 a.m.

Respectfully submitted,
Steve Felten, Committee Chair

Questions or requests for further information should be directed Steve Felten (209-333-1845) or Stuart Spencer (209-367-4727).

LODI

WINE

— & —

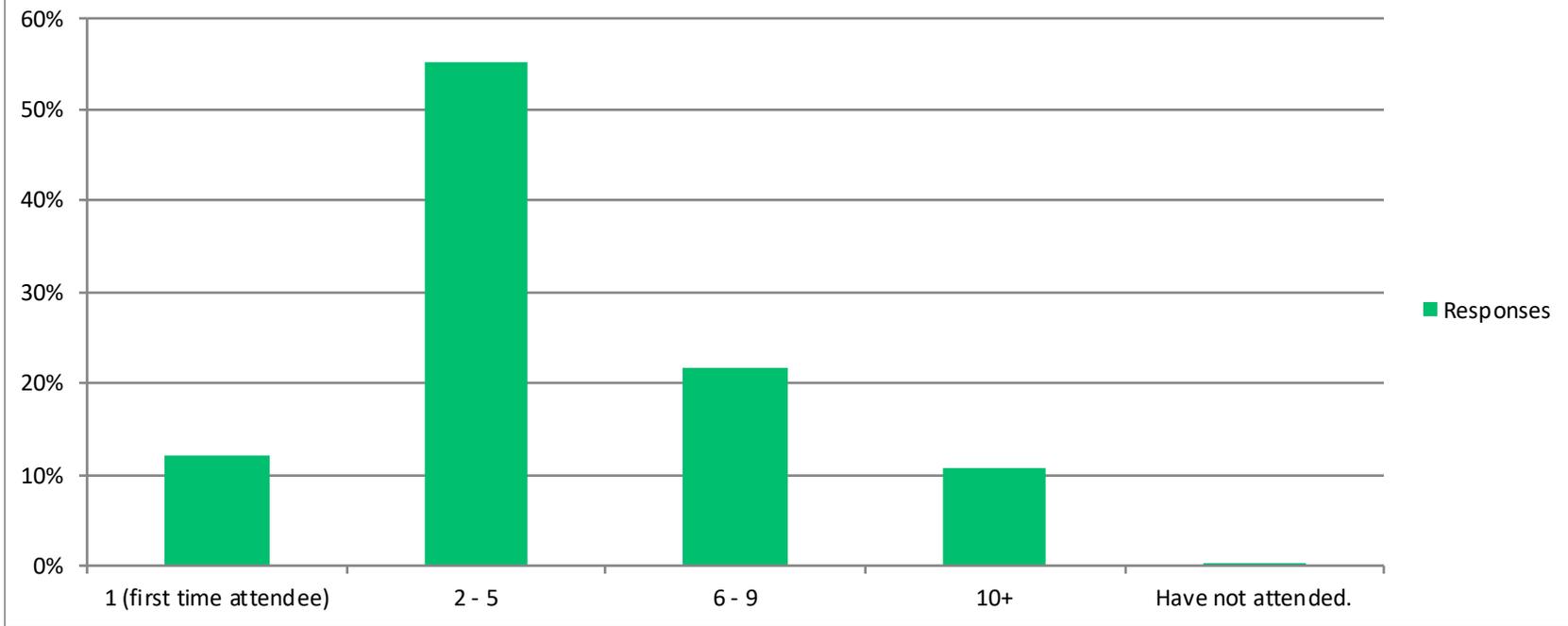
CHOCOLATE

2021 Consumer Participation Survey
480 Total Responses

Key Takeaways

- Past attendees surveyed. There were a total of 480 respondents.
- 77% of respondents have attended the event at least twice and 22% more than six times.
- 76% of respondents would be comfortable attending a reservation-only event weekend.
- 70% of respondents indicated they would attend Saturday and Sunday or one day only, Saturday or Sunday. The weekend dates will be key for winery participation and promotion.
- Event offering is the most important factor in attending the event followed by adherence to COVID safety protocols and price point. Virtual options or lodging was not important to respondents.
- Maintaining as much of the original event atmosphere (music, food, etc.) is important to a large number of respondents.
- Freedom to select wineries/tasting locations at will is important to some respondents. We may lose this segment of the audience in 2021.

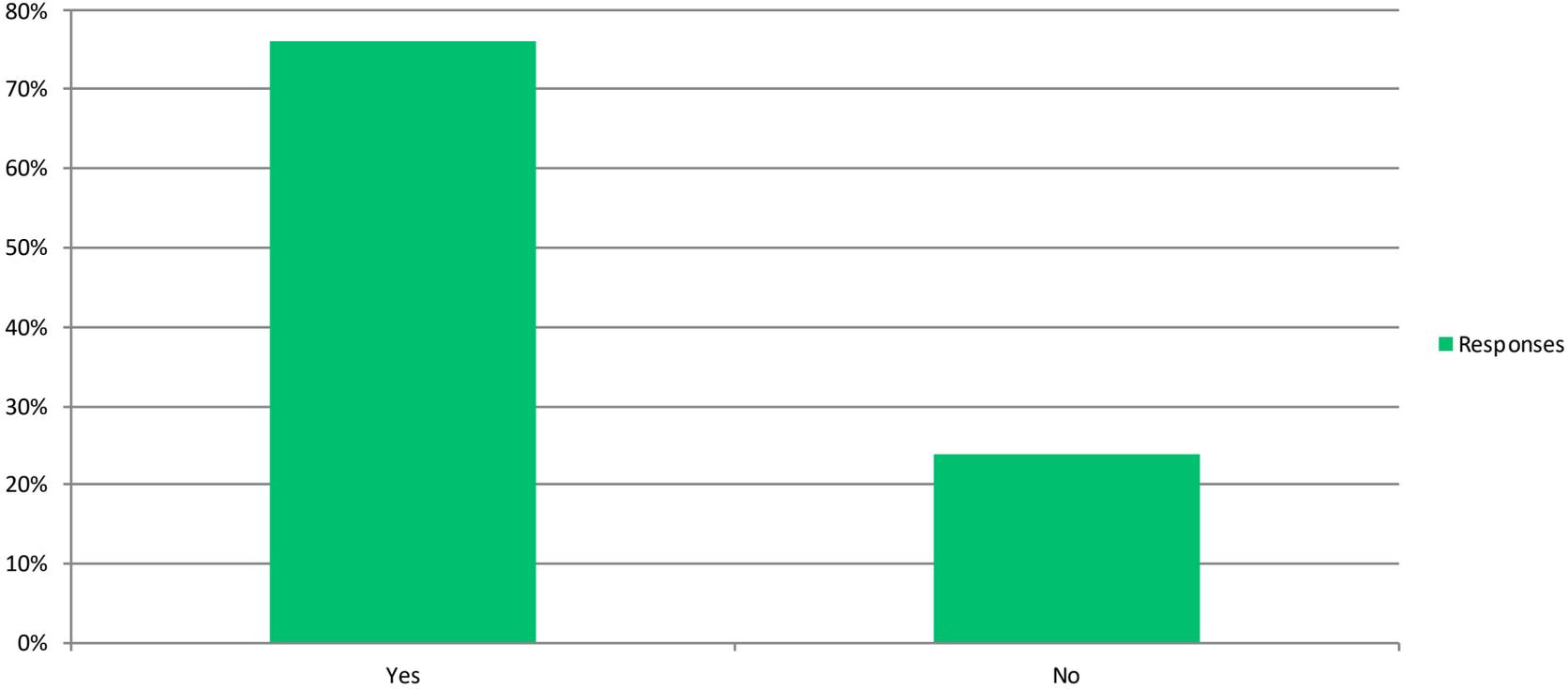
For how many years have you attended Lodi Wine & Chocolate Weekend?



For how many years have you attended Lodi Wine & Chocolate Weekend?

Answer Choices	Responses	
1 (first time attendee)	12%	58
2 - 5	55%	265
6 - 9	22%	104
10+	11%	52
Have not attended.	0%	1

Would you be comfortable participating in a reservation-only based format for the 2021 Lodi Wine & Chocolate Weekend?



Would you be comfortable participating in a reservation-only based format for the 2021 Lodi Wine & Chocolate Weekend?

Answer Choices

Yes

No

Responses

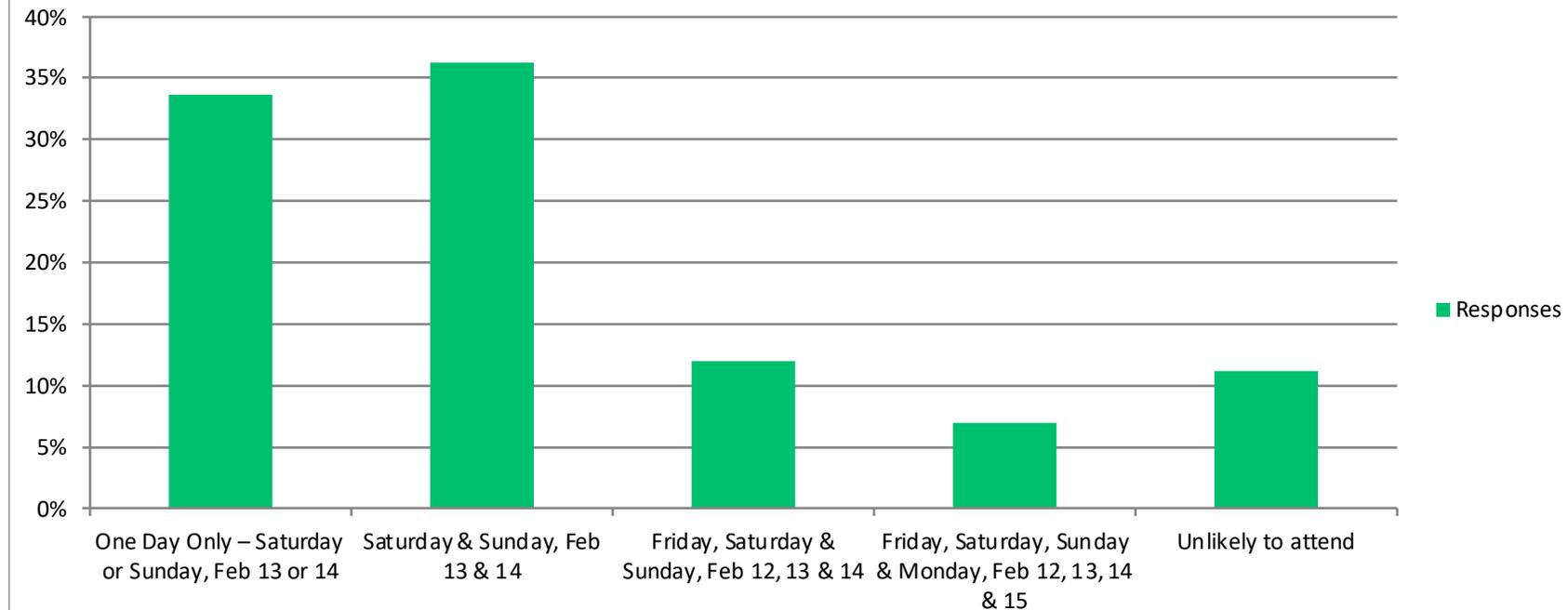
76%

362

24%

114

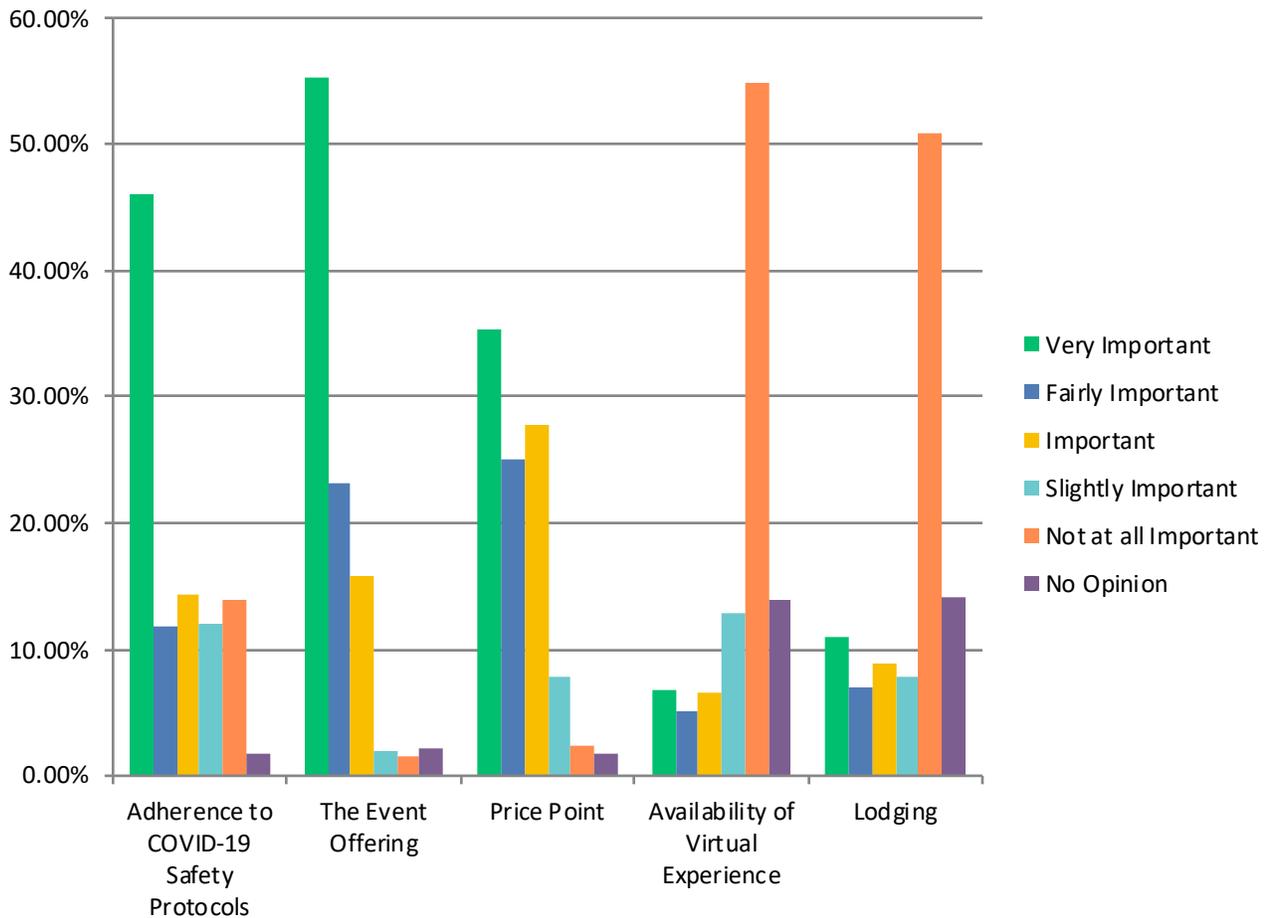
Which days would you likely attend during the 2021 Lodi Wine & Chocolate Weekend?



Which days would you likely attend during the 2021 Lodi Wine & Chocolate Weekend?

Answer Choices	Responses	Count
One Day Only – Saturday or Sunday, Feb 13 or 14	34%	160
Saturday & Sunday, Feb 13 & 14	36%	173
Friday, Saturday & Sunday, Feb 12, 13 & 14	12%	57
Friday, Saturday, Sunday & Monday, Feb 12, 13, 14 & 15	7%	33
Unlikely to attend	11%	53

When considering an event in 2021 how important are the following factors?

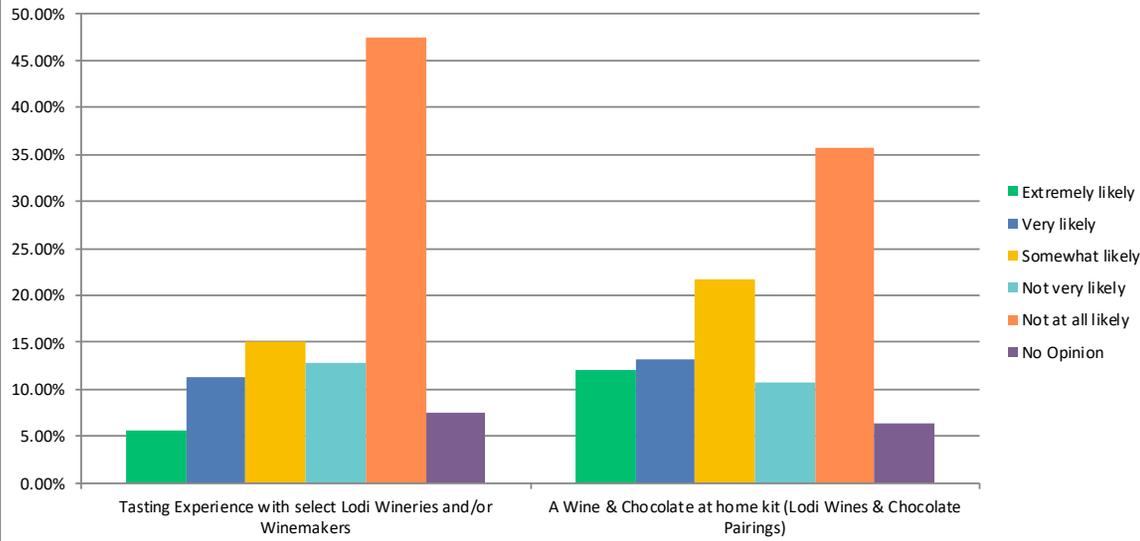


When considering an event in 2021 how important are the following factors?	Adherence to COVID-19 Safety Protocols	The Event Offering	Price Point	Availability of Virtual Experience	Lodging
Very Important	45.97%	55.36%	0.3539	6.81%	11.04%
Very Important	217	258	166	32	52
Fairly Important	11.86%	23.18%	0.2495	5.11%	7.01%
Fairly Important	56	108	117	24	33
Important	14.41%	15.88%	0.2772	6.60%	8.92%
Important	68	74	130	31	42
Slightly Important	12.08%	1.93%	0.0789	12.77%	7.86%
Slightly Important	57	9	37	60	37
Not at all Important	13.98%	1.50%	0.0235	54.89%	50.96%
Not at all Important	66	7	11	258	240
No Opinion	1.69%	2.15%	0.0171	13.83%	14.23%
No Opinion	8	10	8	65	67
Total	472	466	469	470	471
Other (please fill-in)					

<p>Since we are retired, we feel that attending events is not a good idea at this time</p>
<p>Im hoping for in person, not virtual...</p>
<p>Have the festival - everything needs to be open!</p>
<p>How safe the employees at each winery are and contingencies for if anyone at the event or working the event has a positive test 2 weeks before or after.</p>
<p>Access to restaurants/ food services</p>
<p>Cannot attend until vaccine is available</p>
<p>availability of having tastings outside</p>
<p>I always love the live music, so we would probably choose locations based on this offering</p>
<p>Please be a normal event!</p>
<p>Availability of a vaccine for the virus</p>
<p>I live close by. No lodging needed</p>
<p>Acceptance of limo's or party buses.</p>
<p>Fuck COVID. Be normal</p>
<p>this is what i can do every weekend. make reservations. the fun of wine and choc is the crowds.. is making as many wineries as we can. and ending up where we end up. if it goes to reservation this year. i will not go. being the ive been for 6-7 years straight.</p>
<p>My hope is by 2021 we will no longer have to wear face mask but if we do It Should Be An Option Not A Mandatory just check people body temperature before entering any winery that is taking part of the wine tour.</p>
<p>We been attending the festival for years and truly enjoy it! It's our Valentine gift to each other. What will the price be?</p>

<p>Returning to normal life, without masks and social distancing. If people are not comfortable, then don't attend.</p>
<p>would be interested in single day weekday events to avoid crowds. Remember, retired people drink wine too</p>
<p>If reservations is the only option this time ok but I'm not in favor of it. It takes all spontaneity out.</p>
<p>Let's do it! We need to open this country up. We are not nervous and would love to attend a restriction free wine and chocolate event.</p>
<p>For the last 7 years I've rented a party bus of 15-20 friends and have always celebrated Wine and Chocolate this way. Not sure if you would allow this size of group. Would you allow 8? Would not be interested in the event without our group since we travel and have the group as a tradition.</p>
<p>Designated drivers able to attend tastings to enjoy chocolate and DD drinks.</p>
<p>The reservations system will keep us from attending not Covid</p>
<p>Better map system. More food options</p>
<p>Public safety not a good idea to have wine and choc in my opinion</p>
<p>Completely ok with having the way it has always been. Let's live life!</p>

If you opt-out or are unable to attend in-person, which of the following virtual offerings would you be most likely to purchase?



	Tasting Experience with select Lodi Wineries and/or Winemakers	A Wine & Chocolate at home kit (Lodi Wines & Chocolate Pairings)
If you opt-out or are unable to attend in-person, which of the following virtual offerings would you be most likely to purchase?		
Extremely likely	5.69%	12.07%
Extremely likely	26	56
Very likely	11.38%	13.15%
Very likely	52	61
Somewhat likely	15.10%	21.77%
Somewhat likely	69	101
Not very likely	12.91%	10.78%
Not very likely	59	50
Not at all likely	47.48%	35.78%
Not at all likely	217	166
No Opinion	7.44%	6.47%
No Opinion	34	30
Total	457	464
Other (please fill-in)		
Pleeeeeaaaseee do in person		
I would need to have a better understanding of this option.		
Virtual isn't the answer open all doors		
No interest in virtual offerings		
its hard to say because the price will play a very big part in both these options		
pairings with recipes to cook along, pairings with food readily available from my local Safeway		
We will not participate in a virtual wine tasting but would love to attend an in person event. We usually have a group of 20 plus and look forward to it all year.		
I can drink wine at home myself. There is zero chance I would pay for a virtual experience		

What aspects of Lodi Wine & Chocolate Weekend do you hope will continue this coming year?

Responses

A large number of wineries as we try to get to them all over the years and like to be club members at several.

A lot of winery participation.

A nice mixture of well-established wineries and fairly new wineries.

A variety of different wineries

A wide assortment of wines available for tasting.

A wine tasting event that does not include virtual or appt. only .

Ability to meet winemakers and winery owners

Ability to personally visit wineries, both to sample wines and, if available, purchase food.

Ability to try different wines from exciting Lodi Wineries

Ability to visit 3 or more wineries

ability to visit at least 5 or 6 wineries per day

Able to start at any participating winery.

abundance of wineries participating

Access to the wineries with food and tasting offered in a covid-19 safe environment.

Access to whichever winery our heart feels like when it we want!

All

All

All aspects - we have enjoyed the music, food and wine offerings at the different wineries.

All in person tastings

All of it

All of it, but with Covid maybe people need to limit to 2-3 wineries ahead of time.

All of it!

All of it!

All of it!

All of it! I enjoy being with family and friends and enjoying wine

All of it! It's so important for Lodi and the community. If we can go to Walmart-mart we can have wine and chocolate.

All of it! This has always been a weekend for us to have a wonderful time in the company of family and friends while enjoying delicious food, wine, shopping, and music. To see it cancelled would be heartbreaking.

All of it!! Open her up. Let her rip!

All of it.

All of it.

All of it. Carry on like normal.

All of it. Just add masks, distance and sanitizer.

ALL of it.. I love it... ALL

ALL OF ITTTT

All of the different wineries participating

All of them!

All the event activities resume as normal.

All wineries participating and new wineries participating

Allowing large groups to attend select wineries without having to split the group up.

Allowing people to participate at their own risk. As a healthcare worker, we are painfully aware the virus is here to stay for the time being and people should be respectful and wear masks when they can, remain outdoors when you can, but enjoying the event with a group of friends, and seeing other friends congregating at different wineries. I fear with it so regulated, you lose this essence.

always like the flexibility to go wherever we choose

As a winery we do not have enough space at our tasting room to handle W&C people plus our regular customers who usually buy a good amount of wine. W&C people usually don't buy that much. This is not a good year for this event. People coming from other areas could help spread infection.

As much as I love wine and chocolate I honestly think it should be canceled this year.

As Normal as possible

Atmosphere and have fun

Barrel tasting, good and local food pairings, and local vendors available at wineries.

Being able to freely visit with social distancing indoors and allowing us to use our judgement outdoors.

Being able to go everywhere

Being able to go to 4 different wineries would be nice. The grounds and the live bands were nice last year.
Being able to go to various wineries in person for tastings.
Being able to pick our itinerary on the fly as we go. Being locked in to a specific place at a specific time for a specific amount of time does not sound fun.
Being able to socialize with people
Being able to try a variety of places and wines
Being able to visit in person. Fun event!
Casual small tastings
Change nothing
chocolate and pairings
Chocolate and wine
Chocolate pairings/food offerings, fun atmosphere
Chocolate, music, food pairings
Choice of wineries
Close to normal as an be these days!
Continued winery participation.
Continuing The Wonderful tradition with Guidelines to follow.
Dancing
Dates and # of wineries participating
Designated drivers encouraged and free. More special discounts on wine.
Do everything normal!
Downtown wineries are fun. Food offerings/pairings.
Enjoying Lodi wines, chocolates and fun entertainment.
Enjoying the experience and having fun with friends
Entertainment and ability for our group of 8 to visit together.
Even with the COVID precautions to still have fun and those around us to look like they are having fun.
Event taking place
Events at individual wineries. Large number of wineries participating
Events at Jessie's grove
Everyone open and being able to go where you want
Everyone show Up and Wineries participate like prior years!!!
Everything

Everything
Everything
Everything
Everything
Everything as normal
Everything as with previous years but only with reasonable and simple COVID restrictions.
Everything done by the majority of wineries has been wonderful.
Everything!
Everything!
Everything! I loved it all.
Everything!!! I love this event and truly hope to participate again!!!
Everything..... keep it going
Experience
experience good wine & conversation with wine makers
Flexibility of attending wineries anytime without reservation
Food and wine pairing
Food and wine selection
Food items
Food offerings and tastings - business as usual!
Food other than straight chocolate available
Food pairing
food pairings, personal attention, option to explore new wineries
Food tastings along with wine.
Food with wine
Food/snack pairings
Relaxed friendly atmosphere
For everything to be the same as it was last year. Fun and no b.s.
For it to be kept the same as its always been I look forward to it every year with my friends
For safety I don't see a good enjoyable way to do the wine & chocolate festival. We enjoy just driving by and stopping wherever we end up.
Friendliness
Fun tasting and food festivities!
Games wine live music
Gatherings and themes. It's what makes wine and chocolate. It's important to feel some normalcy.

Get to enjoy the experience with loved ones and make new friends
Getting to go to the Winery's
Glass decorations, food pairings, variety of locations
Going from winery to the next winery to wine taste, enjoy the food, ambiance, music and people.
Going in person
Going to the winery in person
Golden ticket ,continuing participating wineries of the past. Lange twins brief and chocolate paninis
Good chocolates
Good food and treats
Good music, comrade, fun atmosphere, feeling welcome and appreciated,
Good times with friends while being very careful about Covid.
Good wine and good music
Good wines, music, raffles
Goodie bag, glass, chocolate containers, food trucks, food and wine pairings
Great experiences
Great wine and chocolate
Great wine, great venue participation, fun in-person experience
Great wineries will participate! And of course, great outdoor weather!!!
Hanging with friends in person
Having table settings set up for groups of no more than 4 at a table if they belong to the same family. Then once at the table they can take their masks off. Then have the wine pour'ers come to the table with a cart that has different variety of wines and they pour to the one or two tables that are socially distinct. When that group leaves then the next group can come in at the table. Set a time limit of 20 minutes and they need to leave.
Having a good atmosphere
having food available so I can taste more wine
Having fun with friends visiting all of Lodi's fine winery's.
Having nothing change
having outdoor availability. last year was great . even with covid i believe what the wineries are doing now an amount of people it can still happen. Or make it at one place outdoors.

Having to wineries do a food pairing

Honestly, our favorite part of Lodi Wine & Chocolate is the freedom to randomly choose which wineries we're visiting... We usually hit random wineries on the outskirts on Saturday and bring it in to the downtown area stroll on Sunday. If this becomes restricted, and reservation only... It can still be fun, and we may still attend... But that aspect would surely be missed.

Hope to be able to go to winery's outside or limited people inside

Hopefully the outdoor spaces will accommodate the event

I person winery visitations.

I am just fine with keeping everything as its been

I do not want to attend Wine & Chocolate at the price point currently if only 3 or 4 pre-chosen winery's are available. I can wait until after the event and go to as many as I like in a day while purchasing a bottle and waiving the tasting fee. avoiding paying for the "Event" which doesnt even really offer a tasting flight. Wine N Chocolate has always been more about the social aspect. Take that away, and you have taken away the soul of the event.

I enjoy the flexibility of randomly choosing new wineries each year. If it is reservation only I probably would not attend. I would hope that in the future it would go back to a less restrictive format.

I enjoy venturing to different wineries since i am not familiar with all. we try to go to different locations every year. having that flexibility to go to any of them is nice. limiting those indoors due to covid might be good. why reservation to certain ones wouldnt work. we dont know them all and like to venture to different ones

I feel it should be cancelled due to Covid.

I haven't attended the last 2yrs as the value for the price wasn't there. Many wineries didn't even have chocolate

I hoe there are a large number of participating wineries and tasty chocolate pairings.

I hope it's like all the other years!

I hope it's like covid doesn't exist.

I hope multiple wineries are involved

I hope that in light of the current pandemic, everyone would postpone wine and chocolate until restrictions have been lifted. No one will follow the Covid protocols if wine and choc weekend is in place this year.

I hope the event will still go on

I hope the food vendors come back.

I hope the majority of the wineries participate without crazy rules and guidelines. I understand the Covid guidelines but maybe limit ticket sales instead of having to make reservations. This event is fun because you can winery hop freely without worry of time schedules or reservation limitations.

I just hope there is some option to have it, either virtually or in person

I just look forward to trying new wineries that serve wine, food and of course chocolate.

I just love this weekend so much! This and zinfest are always staples on my calendar any thing you can do to keep it happening works for me but I understand the covid restrictions

I like the format that you have from years past. Don't think I'd really go in 2021 if it's appointment only.

I like the idea of a virtual kit

I liked being able to wander and explore new wineries.

I liked entertainment

I love all aspects of the event, as I have been many times. I want it to be as close to the normal event as possible.

I love the normal event. I won't attend if I have to make reservations at the wineries. It won't make for a smooth transition. You will either be done early at one winery and have to kill time somehow or be rushed to finish up to get to the next one

I love this event! I can only imagine going one day though because I would be open to reserving a time but not all weekend. The price has to be much less though as I'm sure I would visit a lot fewer places. I would consider buying an at home tasting kit but it would have to be a good variety and a good price

I loves that all the wineries had some sort of snack that came with a recipe!

I really hope we don't have to make reservations. I enjoy the relaxed atmosphere of going from winery to winery at your own pace without having to make appointments. It's a yearly event for my family and it's going to be difficult for my 8-10 family members that attend to be able to make reservations at the same time at the same place.

I really like the barrel tastings

I think it should be canceled

I think the At-Home kits would be a perfect way to still experience the wine tasting! People could purchase packages that vary based on how many wineries they want to include in their kit.

It may be more work for the vendors/wineries but it's also a great way for them to virtually interact with members and customers and possibly gain more revenue.

I loved that last year there were some wineries with different craft and food vendors so maybe some smaller "pop-up" locations or events could work? Just a thought.

I'm all for the at home kits though!!

I think the existence of some type of event Valentine's weekend is important for the City of Lodi.

I think you should cancel 2021. Without the freedom to explore wineries there is no point

I want to be able to come to the Lodi area and have some sort of wine experience. I enjoy visiting the wineries, the live entertainment and food offered. I would not consider a virtual experience.

I will really miss attending in person. I have attended a few virtual events since March and it would just depend on the cost.

I wish it would all continue but probably not likely. I think the reservation idea is good. If it continued as is, I most likely would not go - as sad as that would make me.

I would go to the event, everybody should realize at this point everything is at your own risk

I would like it to be as every other year. Maybe more hand washing stations but nothing else.

I would like the wineries to offer more wine options.

I would like to see the normal event take place. A two day weekend event without reservations required for each winery. I will not be attending if this event changes from its original event. Most cannot spread these events out over a week because family, work or other obligations.

I would love to attend the event in person. I attended on 2020 for the first time and it was great. I am unlikely to do a virtual event unless it is a great deal at a low price.

I would love to see an extended time slot of 11a-5p. I have hosted for the past 6 years and this is not enough time to explore all the wineries I have selected ...4 total which is reasonable

I would really like and hope we can still find a way to have it and make the best of under of course Covid rules and expectations. We have been making it an annual thing every year. We would be sad to miss out this coming year.

I wouldn't suggest that the event continue this year.

I'd love the same experience. If we all stay in groups and wear our masks when we aren't tasting it should be fine

If Covid is still high risk I would love to participate in a virtual event with a wine and chocolate pairing kits. I have done this with Oktoberfest and a Clarksburg winery that sent us wine to taste virtually. Both were a wonderful experience.

If we can go to Costco, we can go to wine n chocolate. Don't change a thing. If people want to wear a mask that's fine. If they don't, that's fine too. We're outdoors folks!

In person event.

In person events!

In person experience

In person tasting

In person tasting

In person tasting

In person tastings

In person tastings and vendors

In person wine & chocolate offerings at many Lodi wineries with reservation only availability and limited attendees.

in person wine tasting

In person wine tasting

In person wine tasting and bus availability for large groups.

In person wine tasting more food options other than just chocolate

In winery visits

Including new wineries

Introduction to new wines. Socializing with friends and others. Entertainment and vendors.

It does not really matter, since I will not attend any such event within the next six months.

It is always fun and a great way to taste wines in your area. Chocolate isn't a bad thing! 🥰

It's not a good idea
To do wine and chocolate just yet
Just being able to try new wines and visit some places in Lodi I haven't been.
Just being able to visit winery's
Just the event happening at all, as it was lovely in 2020
Just to be able to get out and socialize with locals
Keep it as close to normal as possible.
Keep it the same as last year with safety protocols
Keeping it all the same. Back to normal. If your uncomfortable going, THEN DO NOT GO. Cater to those who are excited to get out and about and spend money. Not those that are afraid, they can stay home.
Large number of wineries open
Large volume of winery participants
Life getting somewhat back to normal if that's at all possible It's great seeing some of the same people year in and year out.
Like b4
Live entertainment, music, experience social drinking with old and new friends.
Live music
Live music and dancing. If not permissible to dance, I don't care that there is music.
Live music and food at the wineries
Live music and food!
Live music and other vendors at the wineries
Live music and wonderful ambiance
Live music, food and candy pairings
Live Music, toothpick or individual food offerings and wine tastings. Limit finger foods to avoid germs.
local food vendor participation
Lots of chocolate! All the food just about disappeared over the last two years.
Loved the different foods with chocolate served. Can't imagine not having that with the great wines.
Many Lodi & surrounding wineries involved

Many participating wineries
Many wineries with food
More comfort table outdoors. Vineyards over tasting rooms
Multiple options of places
Multiple venues, food and craft vendors.
Music
Music and some of the crafters. The food and chocolate samples. But the music is most fun for us.
Music at venues
Music, food, activities, and of course wine
Music,Food,wine
My husband hope to continue to be able to enjoy visiting the wineries and be able to communicate and mingle with wine makers in a safe manner. We will continue to support Lodi even coming from the bay area.
New wine options plus old favorites
No cost for designated drivers
No Masks!
No reservations
No reservations, leaving it up to us to decide which places to attend at our own pace.
Normality!!! Music Wine Chocolate Pre covid style
Not cancelling the event
Not sure as likely not to attend due to COVID. See you in 2022. We don't want to do reservations when can that any time. But understand it.
Not sure. February is too far away right now. Anything can happen.
Number of participating wineries
On site wine tasting with possible pairing options of food.
Open to change due to the fact that we rent a bus... so the entire time I would be in close proximity....
OPEN to normal
Open- friendly with appetizers and pairings
Opportunity to try and sample new wines from new wineries.

Option for 1 day experience
Outdoor bands and food pairings
Outdoor tastings of both chocolate and white
Pairing with chocolate and same type of overall atmosphere in the more private setting .
Pairings
Pairings and tastings. Different vendors.
Participating wineries music chocolate wibe
participation from a large variety of wineries
Participation of Wineries, with social distancing protocol
People selling gift ideas, picking exactly what places you want to visit but not in a crowded way like before, definitely music!! Better food available and more of it! A bunch ran out!
Personal wine tastings.
Pleanty of winery participation live entertainment food pairing
Please keep it the same.
Pretty much all of it except huge crowds. In person tasting room and winery visits. Food availability, treats, fun!
Reasonable price point, multiple winery availability.
Relaxed opportunity to enjoy wineries and wonderful wines.
Same as every year !
Same as it was before no Covid no reservations. The fun of the event is to come and go at your pace. Also pick locations on the fly
same as previous years. only
Same as usual
Same as usual but limit ticket sales
Same experience with precautions in place
Same selection of wineries without too many restrictions
Samples of food to pair with wine and craft vendors
Seeing the wineries and tasting wines with a couple friends
Several winery options
Since my wife and I are both north of 70, I think we'll skip this year -- maintaining distancing will be really difficult with this type of event. We hope to see you in 2022!
Single price pass

Skip this year. Too many required regulations. Also, it's nice that it's become a destination event for outsiders, but us locals miss the reunion feel of the event so it's lost it's charm to locals.
Small intimate tasting experience
Some ability to visit/taste at wineries
Some kind of event.
Some sort of virtual offering, if it's mainly physical in person event I'd have 0 interest in attending due to the pandemic and would probably avoid future events
Special Friday night dinners
spontaneous visits to wineries of choice
Stay the same
Sticker stations
Sticking to the the theme
Support for our local growers, wineries and tasting rooms
Suppprting Lodi wineries
Tasting , music and events
Tasting and food
Tasting and pairing.
Tasting and pairings, meeting winemakers
Tasting and trying all the great wine.
Tasting different wines and enjoying food/chocolate pairings.
Tasting wine and enjoying the activities
Tastings
That event takes place
That they will allow it yet practice social distancing.
that we are able to come together, enjoy the wine tasting tours and trust that each adult would use common sense and stay home if they have Covid19 or if they are recovering from it at the very least Please Wear A Mask for health reason. I would hope that all winery put in place a way to take people temputure and make wearing a mask optional.
That we will be able to continue like years in the past with ways to manage the amount of people at each location and time at each location.
The ability to ask questions about the wines and enjoy the creative pairings.

The ability to be outside with friends/family and safely enjoy the view and the wine. I would be happy if many other aspects had to change as long as the safety precautions were in place.
The ability to choose what winery we want to hop to next. Putting so many restrictions on it will be not as enjoyable
The ability to travel from winery to winery with a group of friends.
The ability to try new wineries that we otherwise would not visit is the biggest appeal. We usually drive up to the Lodi area (we live 4 hours away) and bring a group of 8-10 people with us. It's always remembered as a great weekend filled with wine and friends.
The ability to visit more than one winery over the whole weekend.
The ability to visit the wineries that i choose when I prefer.
The chance to experience the various wineries at their tasting rooms and enjoy the various wine and chocolate pairings
The different wineries and continue to get back to some normalcy.
The dinner, wine tasting and the ability to take the tour bus
The event
The event in person, I would make reservations or a schedule to follow.
The event itself
The event itself
The event itself and not virtual
The event to go on just like last year, let's move back to normal!
The experience alone and sharing it with others. This event is a in person event making it unique.
The food and great tasting wine. Being able to get out
The food provided
The food, music, and overall good time.
The FREEDOM to go to whichever wineries WE choose.
The fun and getting to taste new Lodi wines
The fun good wines and decent food offerings
The large number of participating queries.
The live music at the wineries, allowing enough time to enjoy the wine tasting experience
The live outdoor music at some wineries and special tastings paired with chocolate
The music

The overall community feel. Humble - down to earth wineries and people who attend. Ability to bring older children- they learn the importance of farming - agriculture. We went earlier this year for my 50th - 3 adults 2 teenagers- teenagers loved it!

The same experience but with limited capacity, social distancing, reservations, possibly make it a two or more weekend event

The same great wineries participating

The spontaneity of visiting vineyards. I believe masks and social distancing will work but reservations will make it too difficult

The talking while tasting with the winery staff

The tasting experience but of course being safe.

The variety of foods at wineries pairing with wine and chocolate

The variety of tasting.

The variety of wineries.

The variety of wines and treats offered.

The vendors at each vineyard/winery, pairings with wines

The whole event.

The whole experience

The wine and chocolate part

The wineries open for tasting

The wineries who choose to be a part of the event.

The wonderful wine and food pairings. Meeting wine makers, fun vibe!

There needs to be food trucks or a safe way for the wineries to offer things to grab to eat...can't go all day and not have food

trying new wines

Trying to keep as close to previous years, but Covid safe

Unfortunately my family and friends have decided not to travel to Lodi this coming year because of Covid. Too many of us are at an age risk as well many of us travel from out of state. All 10 of us are planning for the 2022 event. However, I would love a Wine and Chocolate at Home Kit to order and enjoy as would many of us! Thank you!

Unique tours / tastings. Barrel tasting. Fun pairings.

Unless it's similar to past years we won't attend

Unsure. I don't feel safe at this time going to a mass event as this.

Usually attended one day, so goal was to experience as many as possible and really enjoyed the food offerings. don't think it is possible with Covid.

Variety

Variety of pairing options

Variety of participating wineries and flexibility to visit as many wineries as one would like

Variety of wineries

Variety of wineries

Food vendors

Music

Wine

Chocolate

Variety of wineries

Variety of wineries as part of the event.

Variety of wineries open

Variety of wineries participating

Variety of wineries, music

Vendors and music

Vendors, shopping, wine and food

virtual option

Visitation to the wineries of choice

Visiting multiple locations

visiting the wineries

Visiting the wineries for tastings

We are not concerned if it happens this year, but we hope that it continues in the future after the pandemic is under control.

We had a great experience this year. The winemaker dinner was a delight, and the individual winery tastings were fun and we learned a lot. With Covid I'm just not sure how you can make it fun and safe

We hope it continues and there is music and food available

We love getting our annual glass for tastings. Love all the food pairings at the wineries. Love the live music and food trucks. Love trying all the wines!

We love the chance to try new wineries, listen to music and enjoy the day

We love the entire experience, tough to choose any individual aspect but we do enjoy the unique chocolate food pairings to go with the wine and hope that could continue.

We love the shopping, crafts. Music and of course the fabulous variety of wine. We look forward to it every year. We hope to continue to see a nice variety of wine and keeping things the way it is. With the Pandemic however, safety needs to be a priority

We love the wine and chocolate weekend. The opportunity to purchase a ticket at one point price for all participating wineries, enjoy an event with friends, taste a variety of wines, entertainment, food and chocolate pairings and vendors make this event enjoyable. We look forward to this event every year and are hopeful it will be possible to hold the event in person in 2021.

We love this event, hope it continues

We will skip this year for COVID

Weekend exploring lodi wines, good music & fun crowd

Whatever they are able to provide given the circumstances.

Whole event

Will not be attending.

Wine

Wine 🍷

Wine and Chocolate with stringent Social Distancing and Mask wearing.

Wine and different chocolate themed recipe pairings.

wine and food pairings

Wine and shopping!

Wine options

Wine pairings

Wine tasting

Wine tasting

Wine tasting at the vineyards

Wine tasting at the wineries and case sales

Wine tasting of new wines

Wine tasting with close friends! And some kind of food options whether they be for purchase or otherwise.

Wine Tastings paired with chocolate.

Wineries that are not participating do a dinner/wine event beforehand. Access to each wineries offering for event.

Winery tasting experiences with friends

Winery tasting outdoors

Winery visitations

With cases on the rise & a current projection of our county going backwards via guidelines, I struggle to see the safety of the public being a top priority by having a major event only a few months out. Even with an appointment based system, when we're talking hundreds to possibly thousands of people filtering through & a mood altering substance involved which can easily present issues of gathering no matter how well we try to control it. That's not exactly the wisest decision during a pandemic. Let's shoot for 2022!

Yes

Please provide any additional feedback or thoughts here (optional):

Responses

A reservation-based event is OK, but it is often difficult to judge how long I would be at each of the scheduled wineries.

Allow people in shifts, then keep it going. Like a conveyer.

Always a good time.

As long as people wear masks and social distancing is available.

Because this an event to be shared with friends and family I do not normally see, we cannot attend because we cannot all stay together and mingle closely because of COVID. I am in for 2022 though!

Bring food trucks

By appointment

COVID 19 has definitely affected our lives but, letting Newsome Dictate how we live our lives is WRONG!

Drive-up wine tasting might be a fun idea at smaller venues.

Enough is enough. Time to move on. Let's have fun!

Everyone needs to open and not be on fear anymore.

Great weekend. Always

Have a clear agenda/direction for wineries. There was one which has a downtown location that was on the agenda. We were turned away when we got there as they said the event location was their off-site place. :(

Have a normal wine and chocolate!

If I attend and am forced to wear a mask...then I won't attend Wine and Chocolate

Hope this can happen in 2021, 2020 stinks'

Hope to see you in 2021!

Hope you can have it

Hope you're able to work out the logistics - we'd love to come back!

Hoping it comes back for next year

I absolutely LOVE LW&C! I look so forward to it every year, I celebrate my birthday at this event, bring lots of friends, and have a blast!

I always thought the events were too crowded. A reservation only system would be great

I don't think wine and choc weekend should go on this coming year. It is simply not safe or smart to have this many people unmasked and in attendance at this event. Even if the protocols ask that people wear a mask, no one will. They will say they are actively tasting wine when they are not. I want the wineries to be able to stay open and I think that putting on a huge event like this would put us all at risk. It is simply not a safe or smart decision.

I have thoroughly enjoyed past festivals and have gone to wineries I otherwise may not. Plus have found and purchased some good wines

I hope the event happens as close to normal as before without reservations.

I hope this annual event happens in 2021!

I hope this can continue this year

I hope we get to have it again.

I hope wine and chocolate does happen in 2021. It's an event that many of us look forward to

I hope wine and Chocolate is a go with covid restrictions and mask required

I hope you are able to create an in person event. I'll be there if so!

I hope you have it! I was worried so I'm happy to see the possible accommodations and survey.

I know you are trying your best to find a "new normal" but I also know you won't please everyone. I just hope that cancelling isn't an option. If kids are starting to go back to school and restaurants are opening back up, I truly feel like being able to hold some version of wine and chocolate this year would be possible. We love our town and we love this event. We can't wait to come back again this year.

I like the idea of time slots but exact times I feel will be difficult. Also maybe the ability to go "any" two days because I would like to go Sunday and Monday or Friday and Saturday.

I love the event but will not be interested in attending until the pandemic has ended.

I miss the wine events 😞

I suggest for the wineries sake you don't do the reservations.

I think it will be good to add Monday option if you go to a reservation mode....

I am definitely coming and bringing people with.

I think this could continue with some added COVID precautions.

I think with proper care we can continue this yearly tradition that has brought so many good memories to many of us. Life need to go on just need to be careful and practice good hygiene.

I think you get my point. We come every year on a party bus packed with 20 people and are wine members at multiple wineries. If there are ridiculous COVID guidelines (example: if masks are required) I can guarantee we will not attend.

I thoroughly enjoy this event every year.

We just went wine tasting in Oregon last weekend. Seating was by appt only and 6 feet apart. That is not important to me. I have traveled to Arizona and Oregon several times during the year, stayed in hotels, flown on airplanes, eaten at restaurants, visited hair and nail salons, went grocery shopping, visited people in the hospital with no problem or worry.

I would hope one would have the option to visit more than 3 or 4 wineries in one day.

I would willingly sign a waiver about risk of covid to do this event in person.

I wouldn't do reservations. It's basically an outdoor event so I'm not sure that reservations or trying to get them is a good idea. What if you want to go but can't get a reservation. How does that work?

I'm looking forward to this honored tradition and hope we can find a solution that would allow the city of Lodi to continue doing the wine & chocolate tour. This is something that I plan for each year as a way of getting out and meeting new people.

With the 2020 lockdown I think it's more important that people are able to get together and socialize with one another.

I'd be less likely to attend, if reservations are required and the ticket price remains at the same price point as previous years.

I'd like to find a way to make it work out this year.

I'm coming no matter what! Can't wait!

I'm highly risk, so I most likely will not attend in person. A virtual option or take home kit would be awesome.

if not done the same you should cancel event..

if virtual not interested:(

If we are going to be limited as to how many wineries we can visit in a day/weekend, the price of the tickets should be lowered.

if weather allows it, do indoor & outdoor tasting so we can continue to experience various wineries without reservations to certain ones. still some we haven't been to even after 8 years of going

If wineries provide treats, then pre-packaging them or only given directly to each person would help. This way everyone isn't touching all the treats or snacks.

It would be great if some of these ideas were implemented. I really miss wine tasting!

It's unconstitutional for you to get shut down. Anyone that goes, should realise, that they are going at their own free will and masks are optional. Especially in the areas people are tasting/eating.

Just more distancing and maybe Masks specially for the event to wear when your not eating or drinking

Keep it the same

Keep it the way it was last year. Not having to start at Wine and Roses will allow safe distancing and less congestion.

keeping it all outside will depend a lot on weather. Some sort of rain check option would help. Taking it all virtual would be the safest bet, but would be a big change

Last year was even a little less appealing and I speak highly of the Valley Vs. Livermore and Napa because of the variety of food and pairings that make it much more

Last year was our first year and we enjoyed every minute of it. We just wish we would have attending Friday-Monday

Last year was our first year and we enjoyed it so much that we booked our hotel room right away for 2021.

Last year's cup was plastic and cheap feeling... Years prior had nice cups that felt worth it. Options to decorate your cup are always enjoyed

Let's have this be a normal year! No mask & No restrictions!

Life is short. Drink good wine!

Looking forward to it

Looking forward to living life as we feel free to do and supporting these businesses to enhance our economy!

Looking fwd to attending this years wine & chocolate in person

Lots of gift vending plz.

Love love love that you are looking into alternatives. Actually think the appointment idea is brilliant.

Love to go again!

Make 1 day passes available exclusively to only certain wineries.

Many wineries didn't have chocolate or anything to eat either free or with a cost.

Many wineries far from each other. How about a couple central locations with groups of wineries?

Masks required when not tasting being enforced. Distancing enforced. Move tasting outside. Maybe cancell this year.

Might need socially distanced waiting areas at the wineries. Also, no large groups. Also, don't book big bands because they draw bigger crowds

My main concern is crowd control in each of the venues and how they will keep track to make sure people are getting in and out and not being too close together. That will really determine if me and my friends go in person.

No concern about Covid issues

none - I really hope the event can continue.

Once COVID settles down, we will be back, hopefully next year.

only going if same as previous years

OPEN to normal. Enough of this crazy!

Our group enjoy the little snacks with the wine so able to mingle and visit not just drink and go. It slows down the drinking.

Perhaps some wineries with large outdoor space should buddy up with other wineries w/out outdoor space, section off the space to allow wineries to limit number of attendees and place a time limit as well

Personally, this next event should be cancelled due to Covid.

Please continue the Wine and Chocolate event in Lodi!

Please continue to keep wine and chocolate the same as the past

Please do not cancel this event. Look forward to it annually.

Please don't be a stupid liberal and try to restrict this festival.

Please have it!

Please have the event

Please keep it open and don't flake. Fuck COVID.

Please keep this event going

Previous times that I have attended this wonderful experience, my uncle rents and drives a van with my family to different wineries. My concern is that because of an appointment based tastings, we won't be able to attend as many wineries we normally fit in, yet pay the same if not more.

Price is so high and wineries cut back on things.

Probably will not attend if reservations are limited to 4 or less per day. We usually visit at least 6 wineries. We use a designated driver and carefully map our route to get the most out of the day. Four wineries is not enough to make the hour drive to Lodi worth it.

Reduced fee for this year.

Reservations seem like the way to go this coming year, similar to how restaurants have been operating during covid, with 90 minute limits. Mask wearing when applicable.

Reserved time would be good so it wouldn't be so crowded

See you in 2022

Should consider doing a grouping of people like they do at amusement parks. Do a group of people at a time that will allow everyone to taste everything and continue into the next station. At the beginning of tasting receive a container of chocolate that you take to the stations of wine to taste with each wine pairing

Skip this year. Too many required regulations. Also, it's nice that it's become a destination event for outsiders, but us locals miss the reunion feel of the event so it's lost it's charm to locals.

Thank you for looking at alternatives to keep this community event going. Very much appreciate the work you all are putting in. Stay safe and healthy.

Thank you for trying to keep this event happening despite the current circumstances. We realize state rules may make it more difficult. We will attend regardless of the format! Thank you!

The ability to visit at will. Possibly an app that shows volumes & availability at each venue.

The price point has increased too much and also too many people in attendance.

The tickets should be cheaper if we're limited to how many wineries we can visit per day. I was willing to pay so much because I could visit as many wineries as I wanted.

The wine and chocolate event was a great value and we liked the variety of winery choices.

This event can be outdoors- weather permitting. If you require that masks be worn, provide hand sanitizer stations, establish one way directional walking when getting wine samples, utilize gloved servers to distribute food items, and set up seating so that people are physically distanced, then all is good. I think 95% of the people have mastered the art of physical distancing. If the country isn't on lock down, I really hope you do this event. But I would not attend if I had to preselect the wineries. Do one way lines, require masks and sanitizer.

Though I understand the intent and necessity of a reservation-based system, I am less likely to attend. One of the things our group has enjoyed about the event is the flexibility to change our tasting plans to suit our mood, one of the advantages over scheduling tastings in Napa.

Typically we hit 5-8 wineries a day only sampling 1-2 wines at each venue. We like to hit all cabs, all temprnillos, and all albarinos. So the limiting venue options per reservation will not allow us to do what we enjoy doing at this event. We probably won't attend if this is the case. We are never on a mission to get drunk or wasted but have enjoyed doing this the past few years.

Very glad to see that you are trying to keep this event in this different environment.

We are crossing our fingers that the event will continue.

We can ALL make Adjustments to continue enjoying Life and Traditions. Not being HERMITS!!!!

We enjoyed the 2020 Lodi Chocolate + Wine experience. This event provided an excuse to wineries which we had never previously visited.

We found a few good bargains last year. Overall I'm not sure we would attend again.

We have enjoyed Wine and Chocolate for many years. I hope this coming year is an anomaly and it can come back in full force for 2022.

We hope this annual event occurs in 2021

We look forward to attending wine & chocolate. If I'm scheduled to work I take it off to attend

We love the days of going to the winery's with friends and getting out. If you choose to not do it we may purchase a wine packages you may offer and have a few couples at home to do it:)

We need this weekend as a getaway. I go with my friends every year. Please do whatever you can to make it happen.

We need to continue to remain safe!

We neeeeeed this!

We were very disappointed that more of the wineries that had participated in the past were not involved last year. Also having food trucks or people charging for food at the wineries changed the whole atmosphere from a party feeling to something that wasn't much fun.

Wine and chocolate is an annual event we share with our group of friends and we would love to join any way we can.

With the pandemic still present a significant decrease in the party buses and large groups is important. Also strict enforcement of safety guidelines.

You should have the event

LODI WINEGRAPE COMMISSION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$38,472.66	2.40%
4160	Winery Contributions	\$85,000.00	\$28,625.00	33.68%
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	\$228.30	22.83%
4150	Other Income (Sponsorship)	\$10,000.00	\$630.45	6.30%
	Subtotal Commission Revenue	\$2,020,785.00	\$67,956.41	3.36%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$31,452.27	14.96%
4148	Rent	\$48,051.91	\$12,011.70	25.00%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$43,463.97	16.83%
	Total Revenue	\$2,279,046.79	\$111,420.38	4.89%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$192,992.69	26.40%
	Winery Marketing	\$135,000.00	\$3,774.65	2.80%
	Research, Education & Communication	\$154,700.00	\$12,204.69	7.89%
	LODI RULES	\$49,500.00	\$702.79	1.42%
	Admin & Personnel	\$904,270.86	\$205,741.42	22.75%
	Visitor Center Sponsorship	\$75,000.00	\$18,750.00	25.00%
	Subtotal Commission Expenditures	\$2,049,420.86	\$434,166.24	21.18%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$43,463.97	16.83%
	Subtotal CWEF Expenditures	\$258,261.79	\$43,463.97	16.83%
	Total Expenditures	\$2,307,682.65	\$477,630.21	20.70%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	-\$366,209.83	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

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	\$71,514.75	143.03%
6110	Advertising (Paid Media)	\$350,000.00	\$55,851.00	15.96%
6120	Printing & Materials	\$30,000.00	\$555.19	1.85%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$127,920.94	29.75%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$7,500.00	25.00%
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%
6150	Community Sponsorship	\$6,000.00		0.00%
6160	Trade Shows	\$3,200.00		0.00%
	Promotional Events & Activities Expenditures	\$49,200.00	\$12,500.00	25.41%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$19,500.00	25.00%
6098	Supplies	\$3,000.00	\$284.90	9.50%
6130	Public Relations Activities	\$75,000.00	\$2,248.25	3.00%
6132	Lodi Wine Blog	\$72,000.00	\$24,000.00	33.33%
6170	Wine Purchases	\$1,500.00	\$201.94	13.46%
	Public Relations Expenditures	\$229,500.00	\$46,235.09	20.15%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$3,950.43	131.68%
6060	Website - Internet	\$10,000.00	\$2,364.09	23.64%
6076 & 6080	Travel	\$7,500.00	\$22.14	0.30%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$6,336.66	28.48%
	Total Expenditures	\$730,950.00	\$192,992.69	26.40%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Consumer Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00	\$2,903.82	116.15%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$710.00	4.73%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$62.37	0.83%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$3,676.19	5.93%
	<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	\$98.46	6.56%
	Activities Support Expenditures	\$5,500.00	\$98.46	1.79%
	Total Expenditures	\$135,000.00	\$3,774.65	2.80%

LODI WINEGRAPE COMMISSION
RESEARCH, EDUCATION & COMMUNICATION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Outreach & Education</u>			
6033 & 6098	Supplies	\$2,000.00	\$27.22	1.36%
6070.2	Maintenance - Cleaning	\$400.00	\$12.00	3.00%
6076 & 6080	Travel	\$10,000.00	\$179.98	1.80%
6130	Public Relations	\$1,000.00	\$152.74	15.27%
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	\$635.00	3.97%
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	\$4,182.00	13.94%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	\$54,200.00	\$5,188.94	9.57%
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$1,644.63	16.45%
6060	Website/Internet	\$5,000.00	\$1,149.89	23.00%
6070.5	Demo Vineyard	\$10,000.00		0.00%
6100	Graphic Design	\$8,000.00	\$462.50	5.78%
6120	Printing & Materials	\$2,500.00	\$166.35	6.65%
6210	Publications	\$30,000.00	\$2,967.02	9.89%
	Communications Expenditures	\$65,500.00	\$6,390.39	9.76%
	<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	\$625.36	4.17%
	Research Expenditures	\$35,000.00	\$625.36	1.79%
	Total REC Expenditures	\$154,700.00	\$12,204.69	7.89%

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
 LODI RULES
 2020-2021 BUDGET
 AS OF SEPTEMBER 30, 2020

DEPARTMENT: LODI RULES

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<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	\$41.59	2.08%
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	\$327.00	3.63%
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$368.59	1.05%
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	\$7,200.00	\$0.00	0.00%
	<u>Activities Support</u>			
6022	Legal Fees	\$1,200.00	\$325.00	27.08%
6033 & 6098	Supplies	\$300.00		0.00%
6035	Postage/Shipping	\$700.00	\$9.20	1.31%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	Activities Support Expenditures	\$7,200.00	\$334.20	4.64%
	Total Expenditures	\$49,500.00	\$702.79	1.42%

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$133,830.16	24.60%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$30,075.96	22.45%
	Personnel Expenditures	\$678,002.00	\$163,906.12	24.17%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	-\$305.28	-1.91%
6033	Office Supplies	\$12,000.00	\$1,639.04	13.66%
6035	Postage	\$2,000.00	\$577.65	28.88%
6040	Rent	\$75,474.86	\$18,787.56	24.89%
6041	Offsite Storage	\$5,136.00	\$1,323.00	25.76%
6054	Property Tax	\$1,200.00	\$1,055.70	87.98%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$3,066.61	34.07%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$1,924.00	29.60%
6090 & 6560	Payroll & Bank Fees	\$1,000.00	\$135.60	13.56%
6120	Printing & Supplies	\$1,000.00	\$971.84	97.18%
	Office Expenditures	\$129,310.86	\$29,175.72	22.56%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$537.76	10.76%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00		0.00%
6099	CDFA Charges	\$40,000.00	\$5,128.32	12.82%
	Professional Fees Expenditures	\$66,000.00	\$5,666.08	8.58%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00	\$5,803.95	25.00%
6070.4	Copier/Lease	\$3,742.00	\$935.28	24.99%
	Information Technology Expenditures	\$28,958.00	\$6,739.23	23.27%
	<u>Other Admin Expenses</u>			
6075	Vehicles	\$500.00		0.00%
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$4.03	1.61%
6221	LWC Meeting Expenses	\$1,000.00	\$130.24	13.02%
6250	Dues	\$250.00	\$120.00	48.00%
	Other Admin Expenditures	\$2,000.00	\$254.27	12.71%
	Total Expenditures	\$904,270.86	\$205,741.42	22.75%

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET
AS OF SEPTEMBER 30, 2020

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>
	<u>Personnel</u>			
8000 & 8003	Salaries/Wages	\$173,080.00	\$25,329.11	14.63%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$6,123.16	16.49%
	Personnel Expenditures	\$210,209.88	\$31,452.27	14.96%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$12,011.70	25.00%
	Office Expenditures	\$48,051.91	\$12,011.70	25.00%
	Total Visitor Center Expenditures	\$258,261.79	\$43,463.97	16.83%