



GROWER MARKETING COMMITTEE
MEETING MINUTES
March 3, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:30pm on Wednesday, March 3, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:34pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Garret Schafer, Kendra Altnow, Jacylyn Stokes, Richard Lauchland, and Craig Ledbetter, were in attendance, as well as staff Stuart Spencer, Katie Crippen, Gabriella Goode, and Jenny Heitman.

A quorum was established.

Minutes from the January 19 (Exhibit A) meeting were reviewed. A motion to approve the minutes was made. Stokes / Gillespie – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Spring Storytelling Campaign (April & May 2021) – Staff is currently working with Rindal & Co. to develop marketing collateral for the upcoming spring paid advertising campaign. The campaign will launch mid-April and will run through May 31. Two new pages will be added to lodiwine.com under the “About” tab: “Place” and “People.” The “People” page will feature professional photographs of many of Lodi’s growers and winemakers as well as personal profiles or interviews. Digital advertisements with Wine Enthusiast will drive traffic to these pages throughout the campaign. Grower and winemaker photographs with interviews will be used on social media and email newsletters throughout the campaign.

FY 2021-22 Pre-Planning – The committee discussed ideas for marketing initiatives for 2021-22. Joan Kautz shared an overview of regional marketing programs taking place nationally and internationally. Primary initiatives include new brand advertising campaigns (California Wine and Argentina) and educational seminars and tastings for trade and media (ViniPortugal, South Africa, Napa Valley, Wines of Sicily, Central Coast). The committee agreed that the sheer number of initiatives demonstrates a



competitive market as well as saturation of advertising. Lodi must continue to innovate and think outside the box in order to compete for consumer and industry demand.

Save the Old Vines Fall Campaign – Continuing Coverage – Ripple effects from our fall “Save the Old Vines” advertising campaign continue to extend into opportunities for outreach with trade and media audiences. More recently, Master of Wine Rob MacCulloch penned an article highlighting Lodi’s legacy of old vines and recent preservation efforts for JancisRobinson.com. Rob’s article was featured in Jancis’ email newsletter to 35,000 wine trade, media, and consumers around the world. Dr. Liz Thach – also a Master of Wine and educator at Sonoma State University – visited several old vine vineyards in Lodi February 8 and 9 and detailed her visit in an article set to be published with Wine Business in early March. Stuart Spencer has been asked to speak on Lodi’s leadership in old vine preservation on March 24 at the first The Old Vine Conference – a global movement started by Sarah Abbott MW, Tim Atkin MW, and Dr. Jamie Goode with the goals of building a global wine category for old vine wines and ensuring old vine vineyards a valued and enduring place within the global wine industry. The committee agreed to continue to build on this past year’s efforts regarding old vine preservation in 2021.

Lodi AVA Educational Series – In celebration of the 35th anniversary of the official recognition of the Lodi AVA in February, we are currently highlighting each of Lodi’s seven sub-AVAs on Instagram and through our consumer e-newsletters. Packages featuring wines from each of Lodi’s sub-AVAs are currently being sold on lodiwine.com.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

LODI RULES Virtual Masterclass – We will be partnering with SommFoundation to host a virtual masterclass highlighting LODI RULES. Once again, Elaine Brown will be moderating a panel of Lodi growers.

Media Visits – We continue to host individual media visits. Dr. Liz Thach – a Master of Wine and educator at Sonoma State University visited Lodi February 8 and 9. We are currently expecting visits to Lodi from writer Alder Yarrow (April/May 2021), Vinography wine blog, as well as Allison Levine (May 2021), Please the Palate wine blog.

Employee Recognition Program – The committee discussed organizing an employee recognition program for Lodi vineyard workers. The program would honor men and women who excel in their various positions and would showcase their skills and contributions. Employees would be nominated by their employers for individual achievement and exceptional performance.



FY 2020-21 Budget

The committee reviewed the 2020-2021 budget through December 2020 (Exhibit B). Staff informed the committee that the Commission had recently been approved for a PPP Loan.

Reports from Other Committees

Research, Education & Communications Committee

Modern Farmer Series – The Modern Farmer Series continues with storytelling virtual workshops. Two workshops – one aimed specifically at LODI RULES growers – were hosted on February 16 and 25. Workshops are led by Lisa Cantrell, Founder of Capital Storytelling and Professor at Sacramento State.

LODI RULES Committee

Sheep Grazing Demo (February 22, 2021) – The committee hosted a live sheep grazing demo at Schulenburg Vineyard to demonstrate benefits, including mechanical removal of herbicide resistant weeds and the addition of microbes to the soil.

Updated Style Guide – Staff is currently developing an updated brand style guide for LODI RULES. The style guide will help to ensure a consistent and continuous brand experience across marketing materials.

Visitor Center March LODI RULES Wine Club – The March “Cool Kids” Lodi Wine Club will feature six wines made from grapes certified under LODI RULES.

Winery Marketing Committee

Lodi Wine & Chocolate Weekend – The 2021 event will take place May 15 and 16. Changes to this year’s celebration will include adoption of a reservation-only format as well as limits to attendance and group size. Tickets are expected to go on sale the week of April 12.

California Wine Education Foundation

Staff Updates – Paul Marsh, CS, started on March 1 as the Visitor Center Manager and Wine Club Director and replaces former manager and director, Jeremy Bowe. Paul is the former owner of Mile Wine Company, Stockton, and was also previously employed as wine buyer, certified sommelier, and dining room manager for The Firehouse Restaurant in Old Sacramento.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.



Agenda Items for Future Meetings

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

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be held on Wednesday, April 21, at 2:30pm.

Adjourn

The meeting adjourned at 3:47pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).



GROWER MARKETING COMMITTEE
MEETING MINUTES
January 19, 2021

The Grower Marketing Committee of the Lodi Winegrape Commission met at 2:30pm on Tuesday, January 19, at the Lodi Winegrape Commission office, 2545 W. Turner Rd., Lodi, CA.

The meeting was called to order at 2:34pm.

Roll was called. Committee members Joan Kautz, Curt Gillespie, Garret Schafer, Kendra Altnow, Mitch Spaletta, and Ben Kolber were in attendance, as well as staff Stuart Spencer, Katie Crippen, and Jenny Heitman.

A quorum was established.

Minutes from the November 30 (Exhibit A) meeting were reviewed. A motion to approve the minutes was made. Gillespie / Kolber – carried.

Public Comment on Items Appearing on the Agenda

No public comments on items appearing on the agenda were made.

Marketing & Advertising

Staff provided an overview of ongoing and future marketing and advertising initiatives.

Save the Old Vines Fall Campaign Post Report (October & November 2020) – (Exhibit B) Staff presented the committee with a post event report (Exhibit B) of the paid fall “Save the Old Vines” advertising campaign which ran October through November. The campaign was supported by partners Wine Enthusiast, Vinepair, and Wine Business. Additionally, the campaign was supported by a dedicated website (savetheold.com), limited-edition merchandise, and targeted public relations initiatives including wine sample mailings and a virtual tasting and panel discussion of old vine wines on the Lodi Wine Facebook page which held a steady audience of approximately 100 viewers during the one-hour presentation.

The campaign experienced tremendous success, generating 2.7 million ad views and nearly 10,000 visits to the website (savetheold.com) plus more than \$20K in revenue from sales of old vine wines and merchandise. During the two-month promotional period, engagement on Lodi’s social media channels increased significantly with Instagram seeing a 3% growth of 264 followers. Additionally, Lodi’s list of email subscribers rose by over 4,500 indicating interest from consumers and industry in old vines and wines and the region in general.



Ripple effects from the campaign continue to extend into opportunities for outreach with trade and media audiences with Wine Institute and Zinfandel Advocates & Producers (ZAP) as well as coverage from writers with Wine Enthusiast and Jancis Robinson. While old vines provide only a small snapshot of Lodi's overall picture, they remain one of the region's defining characteristics and are a subject which continues to resonate across all audiences, eliciting further exploration of our region and interaction with our community.

Spring Storytelling Campaign (April & May 2021) – Staff reported that planning had begun for the spring paid advertising campaign. The spring campaign will span 6-8 weeks, kicking off at the beginning of April, and will be largely digital. The primary goal of the spring campaign will be to deepen our audience's connection to the brand by telling the stories of people and place. Developed illustrated stories and new grower photographs and interviews will be utilized.

Public Relations

Staff provided an overview of ongoing and future public relations activities.

Grower/Buyer Mailing (December 2020) – A holiday gift mailing to key buyers of Lodi winegrapes was sent out in December 2020. The intention of the mailing was to foster existing relationships between Lodi growers and buyers while simultaneously elevating the perception of quality of Lodi winegrapes and wines. In addition to a personal letter of thank you, one each Osprey Quasar backpack, Moleskin notebook and pen, dual port power bank, hat with leather patch, and wine key were encased in custom wrapping and mailing boxes – each item imprinted with the new Lodi Wine Growers brand. Careful attention was paid to each detail with materials selected for high quality and/or alignment to our core values, sustainability specifically. A total of 76 packages were mailed to key buyers with another 11 mailed to principal representatives of the California Wine Export Program in California, Japan, Canada, United Kingdom, Ireland, and others for a total of 87. Notes of appreciation from recipients have begun to trickle in with most indicating how impressed they were to receive such a generous and useful gift. All have indicated how important Lodi growers and winegrapes are to the success of their brand.

Lodi Winegrape Commission 30th Anniversary Media Release – Staff is currently working with Calhoun & Company to draft a media release highlighting the 30th anniversary of the Lodi Winegrape Commission. Distribution will likely be March 2021 and will include local and national media publications and platforms.

Save the Old Vines Campaign Marketing Pitch – Staff is currently working with Calhoun & Company to draft a marketing pitch highlighting the success of the recent Save the Old Vines marketing campaign. Distribution will include national publications and platforms focused on marketing and advertising.

Calhoun & Company Staff Updates – Staff reported that Lodi account representative, Kela Driggs, had recently accepted a new position at Wente Vineyards and would no



longer be representing the Commission or region. Calhoun & Company owner, Katie Calhoun, will be standing in for Kela as Lodi's primary contact until a replacement can be found.

FY 2020-21 Budget

The committee reviewed the 2020-2021 budget through November 2020 (Exhibit C). Staff pointed out that line "Graphic Design" was currently at 160% due to recent invoices from Rindal & Co. for creative and production begun in FY 2019-20. There were no comments or questions.

Reports from Other Committees

Research, Education & Communications Committee

Lodi Winegrape Commission Annual Report 2020 – Staff is currently putting together the Annual Report for 2020. It is expected to mail out in March 2021.

Modern Farmer Series – The Modern Farmer Series continues with storytelling virtual workshops. Two workshops – one aimed specifically at LODI RULES growers – are scheduled for January 18 and 25. Workshops are led by Lisa Cantrell, Founder of Capital Storytelling and Professor at Sacramento State.

Rootstock Focus Group – Lodi's Rootstock Focus Group will begin meeting in January 2021. The Group's objective is to plan replicated rootstock trials across the Lodi AVA for long-term data collection, using some novel rootstocks.

Viticulture Research Specialist Position – The Commission is seeking to hire a Viticulture Research Specialist to help plan, conduct, analyze, and communicate the results of on-farm vineyard trials around topics of importance to Lodi growers (such as rootstock selection). The position has been posted.

LODI RULES Committee

LODI RULES Virtual Masterclass – Staff is currently exploring the possibility of hosting a virtual masterclass highlighting LODI RULES. The format will be like the successful Lodi Wine Virtual Masterclass which was hosted jointly by the Commission, SommFoundation, and speaker Elaine Brown in October 2020.

Program Expansion – Interest into and acreage under the LODI RULES certification program continue to grow. The first acreage in Washington state was recently certified.

Winery Marketing Committee

Lodi Wine & Chocolate Weekend – The committee has made the decision to postpone the 2021 Lodi Wine & Chocolate Weekend to May. The event will be restructured to accommodate a reservation-only format. Attendance will be limited.

Community Benchmark – The committee is currently evaluating Community Benchmark – a region-wide DTC data aggregator. If implemented, the system would provide the Commission and wineries in the region track the business success of their



tasting room and wine club sales relative to the entire region. There is an annual program fee of \$9,499 plus a \$150 set-up fee per winery.

California Wine Education Foundation

Staff Changes – Staff reported that Jeremy Bowe had recently resigned from his position as the Lodi Wine Visitor Center Manager and Wine Club Director. Jeremy had served this position for 10 years. Staff will seek to find a replacement in the coming weeks.

Public Comment on Items Not Appearing on the Agenda

No public comments on items not appearing on the agenda were made.

Agenda Items for Future Meetings

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

Set Next Meeting Date

The next meeting of the Grower Marketing Committee will be scheduled for the coming months.

Adjourn

The meeting adjourned at 3:54pm.

Respectfully submitted,

Joan Kautz, Committee Chair

Questions or requests for further information should be directed to Joan Kautz (209-712-3300) or Stuart Spencer (209-367-4727).

LODI WINEGRAPE COMMISSION
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

ACCOUNT CODE	REVENUES	FY 2020 - 2021 BUDGET	REVENUE TO DATE	%
4120	Assessments	\$1,605,285.00	\$845,700.96	52.68%
4160	Winery Contributions	\$85,000.00	\$50,250.00	59.12%
4162	Event Revenue	\$270,000.00	\$0.00	0.00%
4122	Lodi Rules Licensing Fees	\$49,500.00	\$54,746.40	110.60%
4131	Grant Income	\$0.00	\$0.00	#DIV/0!
4130	Interest	\$1,000.00	\$413.69	41.37%
4150	Other Income (Sponsorship)	\$10,000.00	\$998.45	9.98%
	Subtotal Commission Revenue	\$2,020,785.00	\$952,109.50	47.12%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$210,209.88	\$65,906.35	31.35%
4148	Rent	\$48,051.91	\$24,023.40	49.99%
	Other	\$0.00	\$0.00	#DIV/0!
	Subtotal CWEF Revenue	\$258,261.79	\$89,929.75	34.82%
	Total Revenue	\$2,279,046.79	\$1,042,039.25	45.72%
ACCOUNT CODE	EXPENDITURES (LWC)	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	Grower Marketing	\$730,950.00	\$382,756.90	52.36%
	Winery Marketing	\$135,000.00	\$16,136.15	11.95%
	Research, Education & Communication	\$154,700.00	\$29,861.27	19.30%
	Lodi Rules	\$49,500.00	\$1,541.41	3.11%
	Admin & Personnel	\$904,270.86	\$424,439.80	46.94%
	Visitor Center Sponsorship	\$75,000.00	\$37,500.00	50.00%
	Subtotal Commission Expenditures	\$2,049,420.86	\$892,235.53	43.54%
	CWEF Expenditures			
	Visitor Center	\$258,261.79	\$89,929.75	34.82%
	Subtotal CWEF Expenditures	\$258,261.79	\$89,929.75	34.82%
	Total Expenditures	\$2,307,682.65	\$982,165.28	42.56%
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	\$59,873.97	

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2020-2021 BUDGET
AS OF DECEMBER 31, 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	\$80,580.59	161.16%
6110	Advertising (Paid Media)	\$350,000.00	\$150,529.18	43.01%
6120	Printing & Materials	\$30,000.00	\$14,077.77	46.93%
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$245,187.54	57.02%
	<u>Promotional Events & Activities</u>			
6023.2	Export Promotion	\$30,000.00	\$12,500.00	41.67%
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	\$17,500.00	35.57%
	<u>Public Relations</u>			
6023	Consulting Services (Agency)	\$78,000.00	\$39,000.00	50.00%
6098	Supplies	\$3,000.00	\$495.62	16.52%
6130	Public Relations Activities	\$75,000.00	\$26,854.16	35.81%
6132	Lodi Wine Blog	\$72,000.00	\$39,000.00	54.17%
6170	Wine Purchases	\$1,500.00	\$994.04	66.27%
	Public Relations Expenditures	\$229,500.00	\$106,343.82	46.34%
	<u>Activities Support</u>			
6033	Office Supplies	\$1,000.00	\$0.00	0.00%
6035	Postage/Shipping	\$3,000.00	\$5,864.74	195.49%
6060	Website - Internet	\$10,000.00	\$7,838.66	78.39%
6076 & 6080	Travel	\$7,500.00	\$22.14	0.30%
6221	LWC Meeting Expenses	\$750.00		0.00%
	Activities Support Expenditures	\$22,250.00	\$13,725.54	61.69%
	Total Expenditures	\$730,950.00	\$382,756.90	52.36%

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

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	\$15,055.69	602.23%
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$15,000.00	\$810.00	5.40%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00	\$165.69	2.21%
6130	Public Relations	\$2,000.00		0.00%
	Consumer Promotion Expenditures	\$62,000.00	\$16,031.38	25.86%
	<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	\$5.18	0.07%
	Events Expenditures	\$67,500.00	\$5.18	0.01%
	<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	\$99.59	6.64%
	Activities Support Expenditures	\$5,500.00	\$99.59	1.81%
	Total Expenditures	\$135,000.00	\$16,136.15	11.95%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2020-2021 BUDGET
AS OF DECEMBER 31, 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	\$271.98	2.72%
6130	Public Relations	\$1,000.00	\$327.74	32.77%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$500.00	\$295.00	59.00%
6220	Grower Meetings & Socials	\$16,000.00	\$2,746.80	17.17%
6221	LWC Meeting Expenses	\$1,200.00	\$52.86	4.41%
6250	Membership/Dues	\$3,000.00	\$1,430.00	47.67%
6255	Subscriptions	\$1,500.00	\$1,493.80	99.59%
6266	Weather Services	\$30,000.00	\$8,364.00	27.88%
6310	San Joaquin Farm Advisor	\$2,000.00		0.00%
	Outreach & Education Expenditures	<u>\$54,200.00</u>	<u>\$15,021.40</u>	<u>27.71%</u>
	<u>Communications</u>			
6035	Postage	\$10,000.00	\$3,463.65	34.64%
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	\$767.27	30.69%
6210	Publications	\$30,000.00	\$4,832.58	16.11%
	Communications Expenditures	<u>\$65,500.00</u>	<u>\$10,675.89</u>	<u>16.30%</u>
	<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	\$4,163.98	27.76%
	Research Expenditures	<u>\$35,000.00</u>	<u>\$4,163.98</u>	<u>11.90%</u>
	Total REC Expenditures	<u>\$154,700.00</u>	<u>\$29,861.27</u>	<u>19.30%</u>

RESEARCH, EDUCATION, COMMUNICATION

LODI WINEGRAPE COMMISSION
 LODI RULES
 2020-2021 BUDGET
 AS OF DECEMBER 31, 2020

DEPARTMENT: LODI RULES

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</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	\$395.00	13.17%
6120	Printing & Materials	\$2,000.00	\$110.49	5.52%
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	\$654.00	7.27%
	Communications, Marketing & Promotions Expenditures	<u>\$35,100.00</u>	<u>\$1,159.49</u>	<u>3.30%</u>
	<u>Program Improvements</u>			
6023	Consulting Services	\$7,000.00		0.00%
6200	Reference Materials	\$200.00		0.00%
	Program Improvements Expenditures	<u>\$7,200.00</u>	<u>\$0.00</u>	<u>0.00%</u>
	<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	\$56.92	8.13%
6076 & 6080	Travel	\$4,000.00		0.00%
6221	LWC Meeting Expenses	\$1,000.00		0.00%
	Activities Support Expenditures	<u>\$7,200.00</u>	<u>\$381.92</u>	<u>5.30%</u>
	Total Expenditures	<u>\$49,500.00</u>	<u>\$1,541.41</u>	<u>3.11%</u>

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2020-2021 BUDGET
AS OF DECEMBER 31, 2020

DEPARTMENT: ADMINISTRATION				
ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%
	<u>Personnel</u>			
6000	Salaries/Wages	\$544,030.00	\$257,444.19	47.32%
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$57,668.51	43.05%
	Personnel Expenditures	\$678,002.00	\$315,112.70	46.48%
	<u>Office Expenses</u>			
6026	Insurance	\$16,000.00	\$1,415.52	8.85%
6033	Office Supplies	\$12,000.00	\$3,947.67	32.90%
6035	Postage	\$2,000.00	\$784.12	39.21%
6040	Rent	\$75,474.86	\$37,575.12	49.78%
6041	Offsite Storage	\$5,136.00	\$2,702.00	52.61%
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%
6056 & 6058	Utilities & Telephone	\$9,000.00	\$6,460.67	71.79%
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$3,349.00	51.52%
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$337.94	33.79%
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%
	Office Expenditures	\$129,310.86	\$58,711.66	45.40%
	<u>Professional Fees</u>			
6022	Legal Counsel	\$5,000.00	\$2,357.51	47.15%
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%
6099	CDFA Charges	\$40,000.00	\$13,489.03	33.72%
	Professional Fees Expenditures	\$66,000.00	\$36,393.54	55.14%
	<u>Information Technology</u>			
6060	Software Licenses	\$2,000.00		0.00%
6070.1	IT Services	\$23,216.00	\$11,607.90	50.00%
6070.4	Copier/Lease	\$3,742.00	\$1,870.56	49.99%
	Information Technology Expenditures	\$28,958.00	\$13,478.46	46.54%
	<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	\$180.41	18.04%
6250	Dues	\$250.00	\$559.00	223.60%
	Other Admin Expenditures	\$2,000.00	\$743.44	37.17%
	Total Expenditures	\$904,270.86	\$424,439.80	46.94%

LODI WINEGRAPE COMMISSION
CWEF
2020-2021 BUDGET
AS OF DECEMBER 31, 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	\$53,387.76	30.85%
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$12,518.59	33.72%
	Personnel Expenditures	\$210,209.88	\$65,906.35	31.35%
	<u>Office Expenses</u>			
8040	Rent	\$48,051.91	\$24,023.40	49.99%
	Office Expenditures	\$48,051.91	\$24,023.40	49.99%
	Total Visitor Center Expenditures	\$258,261.79	\$89,929.75	34.82%