

LODI WINEGRAPE COMMISSION
2021-2022 DRAFT BUDGET

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>REVENUE TO DATE (4/30)</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
4120	Assessments	\$1,605,285.00	\$1,458,345.72	90.85%	\$1,716,269.00
4160	Winery Contributions	\$85,000.00	\$74,375.00	87.50%	\$85,000.00
4162	Event Revenue	\$270,000.00	\$0.00	0.00%	\$100,000.00
4122	Lodi Rules Licensing Fees	\$49,500.00	\$54,746.40	110.60%	\$58,000.00
4131	Grant Income	\$0.00	\$0.00	#DIV/0!	\$54,000.00
4130	Interest	\$1,000.00	\$574.30	57.43%	\$1,000.00
4150	Other Income (Sponsorship)	\$10,000.00	\$1,238.45	12.38%	\$10,000.00
	Subtotal Commission Revenue	\$2,020,785.00	\$1,589,279.87	78.65%	\$2,024,269.00
	Revenue (CWEF-Visitor Center)				
4145	Administrative Agreement	\$210,209.88	\$112,859.29	53.69%	\$207,395.88
4148	Rent	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	Other	\$0.00	\$0.00	#DIV/0!	\$0.00
	Subtotal CWEF Revenue	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	Total Revenue	\$2,279,046.79	\$1,742,178.16	76.44%	\$2,280,672.62
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE (4/30)</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
	Grower Marketing	\$730,950.00	\$555,542.20	76.00%	\$768,350.00
	Winery Marketing	\$135,000.00	\$20,675.03	15.31%	\$74,750.00
	Research, Education & Communication	\$154,700.00	\$64,739.51	41.85%	\$155,050.00
	Lodi Rules	\$49,500.00	\$10,384.23	20.98%	\$50,900.00
	Admin & Personnel	\$904,270.86	\$712,340.51	78.78%	\$921,828.00
	Visitor Center Sponsorship	\$75,000.00	\$62,500.00	83.33%	\$75,000.00
	Subtotal Commission Expenditures	\$2,049,420.86	\$1,426,181.48	69.59%	\$2,045,878.00
	CWEF Expenditures				
	Visitor Center	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	Subtotal CWEF Expenditures	\$258,261.79	\$152,898.29	59.20%	\$256,403.62
	Total Expenditures	\$2,307,682.65	\$1,579,079.77	68.43%	\$2,302,281.62
	Excess of Revenues Over (Under) Expenditures	-\$28,635.86	\$163,098.39		-\$21,609.00
	Estimated Beginning Reserves (7/1/21)				\$1,298,618.32
	Estimated Ending Reserves (6/30/22)				\$1,277,009.32

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2021-2022 BUDGET

DEPARTMENT: GROWER MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Industry, Trade & Consumer Promotion</u>				
6100	Graphic Design (Advertising Design)	\$50,000.00	\$113,130.59	226.26%	\$75,000.00
6110	Advertising (Paid Media)	\$350,000.00	\$207,380.18	59.25%	\$350,000.00
6120	Printing & Materials	\$30,000.00	\$17,895.22	59.65%	\$30,000.00
	Industry, Trade & Consumer Promotion Expenditures	\$430,000.00	\$338,405.99	78.70%	\$455,000.00
	<u>Promotional Events & Activities</u>				
6023.2	Export Promotion	\$30,000.00	\$22,500.00	75.00%	\$30,000.00
6140	Promotional Sponsorship	\$10,000.00	\$5,000.00	50.00%	\$10,000.00
6150	Community Sponsorship	\$6,000.00	\$36.10	0.60%	\$6,000.00
6160	Trade Shows	\$3,200.00	\$1,200.00	37.50%	\$1,600.00
	Promotional Events & Activities Expenditures	\$49,200.00	\$28,736.10	58.41%	\$47,600.00
	<u>Public Relations</u>				
6023	Consulting Services (Agency)	\$78,000.00	\$65,000.00	83.33%	\$78,000.00
6098	Supplies	\$3,000.00	\$1,020.62	34.02%	\$3,000.00
6130	Public Relations Activities	\$75,000.00	\$29,931.75	39.91%	\$75,000.00
6132	Lodi Wine Blog	\$72,000.00	\$66,000.00	91.67%	\$72,000.00
6170	Wine Purchases	\$1,500.00	\$1,252.84	83.52%	\$1,500.00
	Public Relations Expenditures	\$229,500.00	\$163,205.21	71.11%	\$229,500.00
	<u>Activities Support</u>				
6033	Office Supplies	\$1,000.00	\$123.09	12.31%	\$1,000.00
6035	Postage/Shipping	\$3,000.00	\$13,280.29	442.68%	\$15,000.00
6060	Website - Internet	\$10,000.00	\$11,738.67	117.39%	\$12,000.00
6076 & 6080	Travel	\$7,500.00	\$37.15	0.50%	\$7,500.00
6221	LWC Meeting Expenses	\$750.00	\$15.70	2.09%	\$750.00
	Activities Support Expenditures	\$22,250.00	\$25,194.90	113.24%	\$36,250.00
	Total Expenditures	\$730,950.00	\$555,542.20	76.00%	\$768,350.00

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2021-2022 BUDGET

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Consumer Promotion</u>				
6070.3	Maintenance Directional Signs	\$2,500.00	\$15,055.69	602.23%	\$2,500.00
6100 & 6120	Wine Trail Maps	\$20,000.00		0.00%	\$10,000.00
6100	Graphic Design (Advertising Design)	\$15,000.00	\$5,685.00	37.90%	\$15,000.00
6110	Advertising	\$15,000.00		0.00%	\$13,000.00
6120	Printing & Materials	\$7,500.00	\$296.55	3.95%	\$7,500.00
6130	Public Relations	\$2,000.00		0.00%	\$1,000.00
	Consumer Promotion Expenditures	\$62,000.00	\$21,037.24	33.93%	\$49,000.00
	<u>Events (Roadshows)</u>				
6140	Promotional Sponsorship	\$30,000.00	-\$3,960.00	-13.20%	\$0.00
6070.2 & 6098	Supplies & Maintenance	\$30,000.00	\$3,384.00	11.28%	\$5,000.00
6076 & 6080	Travel	\$7,500.00	\$5.18	0.07%	\$500.00
	Events Expenditures	\$67,500.00	-\$570.82	-0.85%	\$5,500.00
	<u>Activities Support</u>				
6023	Consulting Services (Strategic Plan)	\$0.00	\$0.00	#DIV/0!	\$15,000.00
6221	Meeting Expenses	\$2,500.00		0.00%	\$2,500.00
6033	Office Supplies	\$1,000.00		0.00%	\$500.00
6090	Merchant/Bank Fees	\$500.00		0.00%	\$500.00
6035	Postage	\$1,500.00	\$99.59	6.64%	\$1,500.00
6060	Website - Internet		\$109.02		\$250.00
	Activities Support Expenditures	\$5,500.00	\$208.61	3.79%	\$20,250.00
	Total Expenditures	\$135,000.00	\$20,675.03	15.31%	\$74,750.00

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2021-2022 BUDGET

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

<u>ACCOUNT CODE</u>	<u>CATEGORIES</u>	<u>FY 2020 - 2021 BUDGET</u>	<u>EXPENDITURES TO DATE</u>	<u>%</u>	<u>FY 2021 - 2022 BUDGET</u>
	<u>Outreach & Education</u>				
6033 & 6098	Supplies	\$2,000.00	\$36.09	1.80%	\$2,000.00
6070.2	Maintenance - Cleaning	\$400.00	\$12.00	3.00%	\$400.00
6076 & 6080	Travel	\$10,000.00	\$402.93	4.03%	\$10,000.00
6130	Public Relations	\$1,000.00	\$502.74	50.27%	\$1,000.00
6160	Trade Show & Conference Fees	\$2,200.00		0.00%	\$2,200.00
6200 & 6270	Staff Education & Reference Materials	\$500.00	\$452.42	90.48%	\$700.00
6220	Grower Meetings & Socials	\$16,000.00	\$6,505.16	40.66%	\$16,000.00
6221	LWC Meeting Expenses	\$1,200.00	\$196.21	16.35%	\$1,200.00
6250	Membership/Dues	\$3,000.00	\$1,430.00	47.67%	\$3,000.00
6255	Subscriptions	\$1,500.00	\$1,649.80	109.99%	\$1,650.00
6266	Weather Services	\$30,000.00	\$14,883.50	49.61%	\$30,000.00
6310	Retired San Joaquin Farm Advisor	\$2,000.00		0.00%	\$2,000.00
	Outreach & Education Expenditures	\$54,200.00	\$26,070.85	48.10%	\$54,550.00
	<u>Communications</u>				
6035	Postage	\$10,000.00	\$5,051.64	50.52%	\$10,000.00
6060	Website/Internet	\$5,000.00	\$1,468.05	29.36%	\$5,000.00
6070.5	Demo Vineyard	\$10,000.00		0.00%	\$10,000.00
6100	Graphic Design	\$8,000.00	\$633.90	7.92%	\$8,000.00
6120	Printing & Materials	\$2,500.00	\$2,368.46	94.74%	\$2,500.00
6210	Publications	\$30,000.00	\$4,982.63	16.61%	\$30,000.00
	Communications Expenditures	\$65,500.00	\$14,504.68	22.14%	\$65,500.00
	<u>Research</u>				
6320	AVF Contributions	\$10,000.00	\$10,000.00	100.00%	\$10,000.00
6320	NGRA Contributions	\$10,000.00	\$10,000.00	100.00%	\$10,000.00
6330	Winegrape Research	\$15,000.00	\$4,163.98	27.76%	\$15,000.00
	Research Expenditures	\$35,000.00	\$24,163.98	69.04%	\$35,000.00
	Total REC Expenditures	\$154,700.00	\$64,739.51	41.85%	\$155,050.00

LODI WINEGRAPE COMMISSION
LODI RULES
2021-2022 BUDGET

DEPARTMENT: LODI RULES

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Communications, Marketing & Promotions</u>				
6060	Website/Internet	\$2,000.00	\$81.68	4.08%	\$1,000.00
6100	Graphic Design	\$3,000.00	\$867.66	28.92%	\$3,000.00
6120	Printing & Materials	\$2,000.00	\$2,707.60	135.38%	\$7,000.00
6130	Public Relations	\$8,600.00	\$3,989.54	46.39%	\$8,000.00
6160	Trade Shows/Conferences	\$500.00		0.00%	\$500.00
6210	Publications (Newsletters & Videos)	\$10,000.00	\$428.10	4.28%	\$8,000.00
6220	Grower Meetings & Seminars	\$9,000.00	\$1,670.39	18.56%	\$9,000.00
	Communications, Marketing & Promotions Expenditures	\$35,100.00	\$9,744.97	27.76%	\$36,500.00
	<u>Program Improvements</u>				
6023	Consulting Services	\$7,000.00		0.00%	\$6,000.00
	PRT License Fees				\$1,000.00
6200	Reference Materials	\$200.00		0.00%	\$200.00
	Program Improvements Expenditures	\$7,200.00	\$0.00	0.00%	\$7,200.00
	<u>Activities Support</u>				
6022	Legal Fees	\$1,200.00	\$325.00	27.08%	\$1,200.00
6033 & 6098	Supplies	\$300.00		0.00%	\$300.00
6035	Postage/Shipping	\$700.00	\$273.94	39.13%	\$700.00
6076 & 6080	Travel	\$4,000.00	\$40.32	1.01%	\$4,000.00
6221	LWC Meeting Expenses	\$1,000.00		0.00%	\$1,000.00
	Activities Support Expenditures	\$7,200.00	\$639.26	8.88%	\$7,200.00
	Total Expenditures	\$49,500.00	\$10,384.23	20.98%	\$50,900.00

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2021-2022 BUDGET

DEPARTMENT: ADMINISTRATION

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Personnel</u>				
6000	Salaries/Wages	\$544,030.00	\$427,286.27	78.54%	\$558,090.00
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$133,972.00	\$99,275.30	74.10%	\$135,602.00
	Personnel Expenditures	\$678,002.00	\$526,561.57	77.66%	\$693,692.00
	<u>Office Expenses</u>				
6026	Insurance	\$16,000.00	\$11,286.92	70.54%	\$14,000.00
6033	Office Supplies	\$12,000.00	\$7,979.79	66.50%	\$11,000.00
6035	Postage	\$2,000.00	\$940.01	47.00%	\$1,500.00
6040	Rent	\$75,474.86	\$62,625.20	82.97%	\$76,984.00
6041	Offsite Storage	\$5,136.00	\$4,578.00	89.14%	\$5,494.00
6054	Property Tax	\$1,200.00	\$1,074.47	89.54%	\$1,200.00
6056 & 6058	Utilities & Telephone	\$9,000.00	\$10,559.27	117.33%	\$13,000.00
6070.2 & 6070.6	Office Maintenance	\$6,500.00	\$5,480.19	84.31%	\$7,000.00
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$568.79	56.88%	\$1,000.00
6120	Printing & Supplies	\$1,000.00	\$1,065.15	106.52%	\$1,000.00
	Office Expenditures	\$129,310.86	\$106,157.79	82.10%	\$132,178.00
	<u>Professional Fees</u>				
6022	Legal Counsel	\$5,000.00	\$6,002.86	120.06%	\$7,500.00
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$20,547.00	97.84%	\$21,000.00
6099	CDFA Charges	\$40,000.00	\$29,657.11	74.14%	\$37,000.00
	Professional Fees Expenditures	\$66,000.00	\$56,206.97	85.16%	\$65,500.00
	<u>Information Technology</u>				
6060	Software Licenses	\$2,000.00	\$79.99	4.00%	\$2,000.00
6070.1	IT Services	\$23,216.00	\$19,346.50	83.33%	\$23,216.00
6070.4	Copier/Lease	\$3,742.00	\$3,117.60	83.31%	\$3,742.00
	Information Technology Expenditures	\$28,958.00	\$22,544.09	77.85%	\$28,958.00
	<u>Other Admin Expenses</u>				
6075	Vehicles	\$500.00		0.00%	\$0.00
6076 & 6080	Travel (Mileage & Travel)	\$250.00	\$58.09	23.24%	\$250.00
6221	LWC Meeting Expenses	\$1,000.00	\$253.00	25.30%	\$1,000.00
6250	Dues	\$250.00	\$559.00	223.60%	\$250.00
	Other Admin Expenditures	\$2,000.00	\$870.09	43.50%	\$1,500.00
	Total Expenditures	\$904,270.86	\$712,340.51	78.78%	\$921,828.00

LODI WINEGRAPE COMMISSION
CWEF
2021-2022 BUDGET

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

ACCOUNT CODE	CATEGORIES	FY 2020 - 2021 BUDGET	EXPENDITURES TO DATE	%	FY 2021 - 2022 BUDGET
	<u>Personnel</u>				
8000 & 8003	Salaries/Wages	\$173,080.00	\$90,570.74	52.33%	\$168,080.00
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$37,129.88	\$22,288.55	60.03%	\$39,315.88
	Personnel Expenditures	\$210,209.88	\$112,859.29	53.69%	\$207,395.88
	<u>Office Expenses</u>				
8040	Rent	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	Office Expenditures	\$48,051.91	\$40,039.00	83.32%	\$49,007.74
	Total Visitor Center Expenditures	\$258,261.79	\$152,898.29	59.20%	\$256,403.62