

LODI WINEGRAPE COMMISSION
2022-2023 FINAL BUDGET

<u>ACCOUNT CODE</u>	<u>REVENUES</u>	<u>FY 2022 - 2023 BUDGET</u>	<u>REVENUE TO DATE</u>	<u>%</u>
4120	Assessments	\$1,843,201.35		0.00%
4160	Winery Contributions	\$80,000.00		0.00%
4162	Event Revenue	\$220,000.00		0.00%
4122	LODI RULES Licensing Fees	\$64,000.00		0.00%
4131	Grant Income	\$50,000.00		0.00%
4130	Interest	\$500.00		0.00%
4150	Other Income (Sponsorship)	\$10,000.00		0.00%
	Subtotal Commission Revenue	\$2,267,701.35		0.00%
	Revenue (CWEF-Visitor Center)			
4145	Administrative Agreement	\$213,497.00		0.00%
4148	Rent	\$49,772.93		0.00%
	Subtotal CWEF Revenue	\$263,269.93		0.00%
	Total Revenue	\$2,530,971.28		0.00%
<u>ACCOUNT CODE</u>	<u>EXPENDITURES (LWC)</u>	<u>FY 2022 - 2023 BUDGET</u>		<u>%</u>
	Grower Marketing	\$741,500.00		0.00%
	Winery Marketing	\$174,250.00		0.00%
	Research, Education & Communication	\$174,200.00		0.00%
	LODI RULES	\$51,500.00		0.00%
	Admin & Personnel	\$993,763.00		0.00%
	Visitor Center Sponsorship	\$75,000.00		0.00%
	Subtotal Commission Expenditures	\$2,210,213.00		0.00%
	CWEF Expenditures			
	Visitor Center	\$263,269.93		0.00%
	Subtotal CWEF Expenditures	\$263,269.93		0.00%
	Total Expenditures	\$2,473,482.93		0.00%
	Excess of Revenues Over (Under) Expenditures	\$57,488.35	\$0.00	

LODI WINEGRAPE COMMISSION
2022-2023 FINAL BUDGET

Estimated Beginning Reserves (7/1/22)
Estimated Ending Reserves (6/30/23)

LODI WINEGRAPE COMMISSION
GROWER MARKETING
2022-2023 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: GROWER MARKETING

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE (4/30)	%	FY 2022 - 2023 BUDGET	NOTES
	<u>Industry, Trade & Consumer Promotion</u>					
6100	Graphic Design (Advertising Design)	\$75,000.00	\$81,531.25	108.71%	\$90,000.00	Content creation (videos, ads, graphics)
6110	Advertising (Paid Media)	\$350,000.00	\$164,989.00	47.14%	\$300,000.00	
6120	Printing & Materials	\$30,000.00	\$44,806.53	149.36%	\$30,000.00	Merchandise, growers sends, press kits, etc.
	Industry, Trade & Consumer Promotion Expenditures	\$455,000.00	\$291,326.78	64.03%	\$420,000.00	
	<u>Promotional Events & Activities</u>					
6023.2	Export Promotion	\$32,500.00	\$25,000.00	76.92%	\$30,000.00	Camron King fees
6140	Promotional Sponsorship	\$11,000.00	\$11,000.00	100.00%	\$12,000.00	WMC, ZAP, Guild of Somms, TexSom
6150	Community Sponsorship	\$6,000.00	\$5,000.00	83.33%	\$6,000.00	Grape Festival
6160	Trade Shows	\$1,600.00	\$2,137.58	133.60%	\$3,500.00	Unified
	Promotional Events & Activities Expenditures	\$51,100.00	\$43,137.58	84.42%	\$51,500.00	
	<u>Public Relations</u>					
6023	Consulting Services (Agency)	\$78,000.00	\$71,500.00	91.67%	\$78,000.00	Calhoun contract
6098	Supplies	\$3,000.00	\$4,690.41	156.35%	\$1,500.00	Supplies for Media & trade visits/trips
6130	Public Relations Activities	\$75,000.00	\$80,523.08	107.36%	\$75,000.00	Media & trade visits/trips, masterclasses, etc.
6132	Lodi Wine Blog	\$72,000.00	\$72,000.00	100.00%	\$78,000.00	Randy Caparoso Retainer
6170	Wine Purchases	\$1,500.00	\$1,696.33	113.09%	\$1,500.00	
	Public Relations Expenditures	\$229,500.00	\$230,409.82	100.40%	\$234,000.00	
	<u>Activities Support</u>					
6033	Office Supplies	\$1,000.00	\$50.49	5.05%	\$500.00	
6035	Postage/Shipping	\$15,000.00	\$10,425.16	69.50%	\$13,000.00	Samples, seminars, promotional mailings, EXPORT
6060	Website - Internet	\$12,000.00	\$10,393.73	86.61%	\$12,000.00	Hosting fees/cloud services
6076 & 6080	Travel	\$7,500.00	\$8,148.79	108.65%	\$10,000.00	Staff travel expenses
6221	LWC Meeting Expenses	\$750.00	\$410.40	54.72%	\$500.00	Committee
	Activities Support Expenditures	\$36,250.00	\$29,428.57	81.18%	\$36,000.00	
	Total Expenditures	\$771,850.00	\$594,302.75	77.00%	\$741,500.00	

LODI WINEGRAPE COMMISSION
WINERY MARKETING
2022-2023 BUDGET

DEPARTMENT: WINERY MARKETING

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%
	<u>Consumer Marketing & Promotion</u>			
6070.3	Maintenance Directional Signs	\$2,500.00		0.00%
6100 & 6120	Wine Trail Maps	\$15,000.00		0.00%
6100	Graphic Design (Advertising Design)	\$22,000.00		0.00%
6110	Advertising	\$15,000.00		0.00%
6120	Printing & Materials	\$7,500.00		0.00%
6035	Postage	\$4,000.00		0.00%
6130	Public Relations	\$7,500.00		0.00%
	Consumer Marketing & Promotion Expenditures	\$73,500.00		0.00%
	<u>Events & Roadshows</u>			
6140	Promotional Sponsorship	\$15,000.00		0.00%
6245.2	Contributions (Signature Event)	\$0.00		#DIV/0!
6070.2 & 6098	Supplies & Maintenance	\$28,000.00		0.00%
6076 & 6080	Travel	\$500.00		0.00%
	Events Expenditures	\$43,500.00		0.00%
	<u>Outreach & Education</u>			
6220	Meetings & Socials	\$3,000.00		0.00%
6157	Community Benchmark (Market Research)	\$7,500.00		0.00%
	Events Expenditures	\$10,500.00		0.00%
	<u>Activities Support</u>			
6023	Consulting Services	\$45,000.00		0.00%
6221	LWC Meeting Expenses (Committee)	\$500.00		0.00%
6033	Office Supplies	\$500.00		0.00%
6090	Merchant/Bank Fees	\$500.00		0.00%
6060	Website - Internet	\$250.00		0.00%
	Activities Support Expenditures	\$46,750.00		0.00%
	Total Expenditures	\$174,250.00	\$0.00	0.00%

LODI WINEGRAPE COMMISSION
RESEARCH EDUCATION & COMMUNICAT
2022-2023 BUDGET

DEPARTMENT: RESEARCH, EDUCATION & COMMUNICATION

ACCOUNT CODE	CATEGORIES	FY 2022 - 2023 BUDGET	EXPENDITURES TO DATE	%
<u>Outreach & Education</u>				
6033 & 6098	Supplies	\$1,000.00		0.00%
6070.2	Maintenance - Cleaning	\$400.00		0.00%
6076 & 6080	Travel	\$10,000.00		0.00%
6130	Public Relations	\$1,500.00		0.00%
6160	Trade Show & Conference Fees	\$2,200.00		0.00%
6200 & 6270	Staff Education & Reference Materials	\$700.00		0.00%
6170 & 6220	Meetings & Socials	\$20,000.00		0.00%
6221	LWC Meeting Expenses	\$1,200.00		0.00%
6250	Membership/Dues	\$3,000.00		0.00%
6255	Subscriptions	\$2,200.00		0.00%
6266	Weather Services	\$30,000.00		0.00%
6310	Retired San Joaquin Farm Advisor			#DIV/0!
Outreach & Education Expenditures		\$72,200.00		0.00%
<u>Communications</u>				
6035	Postage	\$4,000.00		0.00%
6060	Website/Internet	\$7,000.00		0.00%
6070.5	Demo Vineyard	\$2,000.00		0.00%
6100	Graphic Design	\$8,000.00		0.00%
6120	Printing & Materials	\$6,000.00		0.00%
6210	Publications	\$30,000.00		0.00%
Communications Expenditures		\$57,000.00		0.00%
<u>Research</u>				
6320	AVF Contributions	\$10,000.00		0.00%
6140	NGRA Contributions	\$10,000.00		0.00%
6330	Winegrape Research	\$25,000.00		0.00%
Research Expenditures		\$45,000.00		0.00%
Total REC Expenditures		\$174,200.00		0.00%

LODI WINEGRAPE COMMISSION
LODI RULES
2022-2023 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: LODI RULES

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENSES TO DATE (4/30)	%	FY 2022 - 2023 BUDGET	NOTES for FY2022-23
<u>Communications, Marketing & Promotions</u>						
6060	Website/Internet	\$1,000.00	\$40.34	4.03%	\$500.00	domain fees
6100	Graphic Design	\$3,000.00	\$190.00	6.33%	\$2,000.00	
6120	Printing & Materials	\$7,000.00	\$4,857.74	69.40%	\$8,000.00	Nugget, posters, flash drives, copier
6130 & 6170	Public Relations	\$8,000.00	\$971.84	12.15%	\$7,000.00	wine, meals, promo event
6160	Trade Shows/Conferences	\$500.00		0.00%	\$500.00	
6210	Publications (Newsletters & Videos)	\$8,000.00		0.00%	\$7,000.00	
6220	Grower Meetings & Seminars	\$9,000.00	\$5,325.01	59.17%	\$10,000.00	vision workshops, GoToWebinar, annual meeting
Communications, Marketing & Promotions Expenditures		\$36,500.00	\$11,384.93	31.19%	\$35,000.00	
<u>Program Improvements</u>						
6023	Consulting Services	\$6,000.00		0.00%	\$6,000.00	Pierre Mineau (PRT)
	PRT License Fees	\$1,000.00		0.00%	\$1,000.00	
6200	Reference Materials	\$200.00	\$135.31	67.66%	\$300.00	Books
Program Improvements Expenditures		\$7,200.00	\$135.31	1.88%	\$7,300.00	
<u>Activities Support</u>						
6022	Legal Fees	\$1,200.00		0.00%	\$1,200.00	
6033 & 6098	Supplies	\$300.00	\$65.89	21.96%	\$2,000.00	binders
6035	Postage/Shipping	\$700.00	\$250.05	35.72%	\$1,000.00	mailing binders
6076 & 6080	Travel	\$4,000.00	\$475.79	11.89%	\$4,000.00	
6221	LWC Meeting Expenses	\$1,000.00	\$839.40	83.94%	\$1,000.00	Committee meetings
Activities Support Expenditures		\$7,200.00	\$1,631.13	22.65%	\$9,200.00	
Total Expenditures		\$50,900.00	\$13,151.37	25.84%	\$51,500.00	

LODI WINEGRAPE COMMISSION
ADMINISTRATION
2022-2023 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: ADMINISTRATION						
ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%	FY 2022 - 2023 BUDGET	NOTES
	Personnel					
6000	Salaries/Wages	\$558,090.00	\$467,138.48	83.70%	\$614,500.00	Full Time Staff (Not Visitor Center)
6010 & 6015	Retirement, Payroll Taxes, & Benefits	\$135,602.00	\$111,689.21	82.37%	\$144,963.00	
	Personnel Expenditures	\$693,692.00	\$578,827.69	83.44%	\$759,463.00	
	Office Expenses					
6026	Insurance	\$14,000.00	\$12,517.19	89.41%	\$14,000.00	Commercial, D&O, Workers Comp
6033	Office Supplies	\$11,000.00	\$10,066.41	91.51%	\$11,000.00	
6035	Postage	\$1,500.00	\$1,334.32	88.95%	\$1,500.00	
6040	Rent	\$76,984.00	\$70,265.37	91.27%	\$78,186.00	61% of Wine & Roses Rent
6041	Offsite Storage	\$5,494.00	\$5,483.00	99.80%	\$6,564.00	Two units (one financials/events)
6054	Property Tax	\$1,200.00	\$991.42	82.62%	\$1,200.00	
6056 & 6058	Utilities & Telephone	\$13,000.00	\$13,390.60	103.00%	\$15,000.00	
6070.2 & 6070.6	Office Maintenance	\$7,000.00	\$5,215.68	74.51%	\$7,000.00	
090 & 6560 & 9010	Payroll & Bank Fees	\$1,000.00	\$736.22	73.62%	\$1,000.00	
6120	Printing & Supplies	\$1,000.00	\$1,606.95	160.70%	\$1,800.00	
	Office Expenditures	\$132,178.00	\$121,607.16	92.00%	\$137,250.00	
	Professional Fees					
6022	Legal Counsel	\$7,500.00	\$2,924.28	38.99%	\$6,000.00	
6024	CPA (Fiscal & Compliance Audits)	\$21,000.00	\$21,600.00	102.86%	\$23,000.00	Annual Fiscal & Compliance Audits
6099	CDFA Charges	\$37,000.00	\$28,815.38	77.88%	\$37,000.00	Marketing Branch Expenses (LWC)
	Professional Fees Expenditures	\$65,500.00	\$53,339.66	81.43%	\$66,000.00	
	Information Technology					
6060	Software Licenses	\$2,000.00	\$1,684.00	84.20%	\$2,000.00	Quickbooks, Expensify, Time Tracker
6070.1	IT Services	\$23,216.00	\$5,738.48	24.72%	\$20,000.00	Computers & Network Services
6070.4	Copier/Lease	\$3,742.00	\$7,083.16	189.29%	\$7,500.00	Lease Payment on Machine
	Information Technology Expenditures	\$28,958.00	\$14,505.64	50.09%	\$29,500.00	
	Other Admin Expenses					
6076 & 6080	Travel (Mileage & Travel)	\$250.00		0.00%	\$250.00	
6221	LWC Meeting Expenses	\$1,000.00	\$884.12	88.41%	\$1,000.00	Exec & Finance Committees
6250	Dues	\$250.00	\$120.00	48.00%	\$300.00	Costco, etc.
	Other Admin Expenditures	\$1,500.00	\$1,004.12	66.94%	\$1,550.00	
	Total Expenditures	\$921,828.00	\$769,284.27	83.45%	\$993,763.00	

LODI WINEGRAPE COMMISSION
CWEF
2022-2023 BUDGET
AS OF MAY 31, 2022

DEPARTMENT: CALIFORNIA WINE EDUCATION FOUNDATION/VISITOR CENTER

ACCOUNT CODE	CATEGORIES	FY 2021 - 2022 BUDGET	EXPENDITURES TO DATE	%	FY 2022 - 2023 BUDGET	NOTES
	<u>Personnel</u>					
8000 & 8003	Salaries/Wages	\$168,080.00	\$154,421.48	91.87%	\$172,208.00	Paul, Kim, Part time staff
8010 & 8015	Retirement, Payroll Taxes, & Benefits	\$39,315.88	\$36,464.63	92.75%	\$41,289.00	
	Personnel Expenditures	\$207,395.88	\$190,886.11	92.04%	\$213,497.00	
	<u>Office Expenses</u>					
8040	Rent	\$49,007.74	\$44,923.77	91.67%	\$49,772.93	39% of Wine & Roses Rent
	Office Expenditures	\$49,007.74	\$44,923.77	91.67%	\$49,772.93	
	Total Visitor Center Expenditures	\$256,403.62	\$235,809.88	91.97%	\$263,269.93	