

# Virginia Wine Board Grant Report Template

## 1.0 INSTRUCTIONS

Use this grant report template to communicate progress on your project objectives to the Virginia Wine Board and its administrative agents.

This simplified form focuses attention on the intended and achieved results of the project, including how project results are separately shared with their intended beneficiaries. This report is not the place for a detailed technical discussion of research methodology or results.

- During the proposal stage, applicants complete the first (WHITE) sections to summarize the project's objectives, deliverables, and intended impact plus planned communication to stakeholders.
- At the midpoint of the project (December 1, due December 15), Research and Education grantees complete the center (GRAY) sections to note progress as well as expenditures to date.
- Finally, upon project conclusion (May 31, due June 30), all grantees complete the final (BLUE) sections to describe the project's results and communication, as well as the final expenditures.

## 2.0 GRANTEE INFORMATION

Project Title	VWA Annual Meeting			
Organization	Virginia Wineries Association			
Proposal # (if needed)	25-35	Award # (if needed)		
Project Lead	Mailing Address		Research	◇
Name	Christina Sandridge	250 West Main Street, Suite 100	Education	X
Title	Executive Director	Charlottesville, VA 22902	Marketing	◇
Email	director@vawine.org		Continuing ?	◇
Phone	(434) 326-9815		Year	1 of 1

## 3.0 PROJECT OBJECTIVE, PROGRESS, AND IMPACT

### 3.1 PROPOSAL (February)

*Summarize the project objective, the intended deliverable or result, and expected impact. (1-5 sentences or bullets)*

*The VWA Annual Meeting & Conference is dedicated to technical training and educational seminars and programs with the goal of creating a stronger and more informed workforce that will result in higher recognition and greater accessibility of Virginia wine. This is an annual opportunity that brings together over 220 industry representatives, owners, marketers, winemakers, cellar workers, and tasting room staff while also recognizing industry leaders through the VWA awards reception.*

*Summarize the project's workplan (1-5 sentences or bullets)*

- *Collaboration of the Education Committee (20 members), Research & Technical Committee (15 members), and the Winemakers Research Exchange to identify topics, speaker suggestions, program agenda.*

- VWA contracts the facility, makes food & beverage choices, promotes the event, accepts award nominations, and handles registration. Staff arranges travel and lodging for speakers.
- Onsite staffing
- Post conference budget reconciliation
- Gather feedback through an attendees survey

*How will you know your project has been successful? What project indicators will measure progress or success? (1-5 sentences or bullets)*

- The benefits of a highly trained workforce translate to great productivity, higher quality production and increased knowledge base in the tasting room and ultimately with consumers.
- Continue to see an increase in meeting attendance with a goal of 10% each year.

### 3.2 Mid-Year Report (December)—Research and Education Grants only

*Provide project indicator status information. Describe project/workplan progress. Include any obstacles the project has encountered and the plan to overcome them.*

#### **Conference Feedback and Future Planning**

Survey results highlighted that the primary reasons attendees participated in this year's conference were:

- Networking opportunities
- Governor's Cup tastings
- Continuing education on industry trends
- Informative educational sessions and technical lectures
- Lead generation
- Knowledge exchange and time spent with peers

#### **Attendance Trends**

This year's conference saw a decline in attendance, with approximately 30 fewer attendees compared to the previous year. Feedback revealed that the primary reason for the drop was the timing of the conference, coinciding with the completion of harvest season.

#### **Next Steps**

In response, the Education Committee and the Board of Directors are actively developing a plan to adjust the conference schedule. The goal is to implement a new timeframe within the next two years to better accommodate attendees' availability and optimize participation.

### 3.3 Final Report (June)

*Compare the project to the objective, workplan, and project indicators. Provide (as a link or attachment) the project deliverable or result. Describe the realized or expected impact of the project.*

Project Deliverables or Results:

1. Annual Educational Conference Delivered:
  - A successfully planned and executed conference, including technical sessions, educational seminars, and an awards reception.
  - Collaboration among industry committees and organizations to deliver relevant content.
2. Enhanced Workforce Skills and Knowledge:

- Delivery of training to industry professionals that boosts knowledge across winemaking, marketing, and customer-facing roles (cellar workers, tasting room staff, etc.).
- 3. Recognition of Industry Leaders:
  - Formal recognition through the VWA awards reception, promoting excellence and motivation within the industry.
- 4. Event Logistics Successfully Managed:
  - Facilities contracted, speakers hosted, attendee logistics handled, and event staffed effectively.
- 5. Stakeholder Feedback Collected:
  - Post-event survey results analyzed to assess impact and inform future programming.
- 6. Budget Accountability:
  - Financial reconciliation completed post-conference.

Below are some comments from the conference survey results:

*“Brilliantly done. The day 2 interactivity was incredibly impactful, and kudos to the team who executed all the extra steps to make it take place so smoothly.”*

*“The interactive exercises were great. They broke up the day and kept me engaged. It was interesting to go beyond just a tasting and discussion. I also enjoyed the forced conversation/interaction with the other people at the table.”*

*“Well planned. Day 2 took a lot of planning and effort.”*

Primary reason for attending the conference:

*“networking, governor's cup tasting”*

*“Exhibit and technical lectures”*

*“Continuing education on the industry”*

*“professional seminars and networking”*

## 4.0 COMMUNICATION WITH STAKEHOLDERS

### 4.1 PROPOSAL (February)

*Summarize how you will share project information or results. For example, will you submit for publication in a peer reviewed journal? Present at a technical conference? Conduct a training? Post on a site? Identify the specific audience/s you will inform. (1-5 sentences or bullets)*

Recordings from sessions/speaker presentations are shared with over 450 VWA members.  
Feedback from attendees will be utilized to plan for future meetings.

### 4.2 Mid-Year Report (December)—Research and Education Grants Only

*Describe communication with stakeholders to date. Note dates and locations of events or publications, as available/relevant.*

The Virginia Wineries Association Annual Meeting & Conference was held on November 11-12, 2024, at the Omni Hotel in Charlottesville, with a total attendance of 198 participants! This year's event featured:

- 5 Sponsors
- 18 Exhibitors
- Representation from 68 Wineries/Vineyards

#### Day 1 Highlights

The day concluded with the annual networking and awards reception—a cherished opportunity to recognize and celebrate the significant contributions of individuals to the industry. Awards and honorees included:

**2024 Legislator of the Year** – Senator Barbara Favola

**2024 David King Advocate of the Year** – Skip Causey

**2024 Wine Person of the Year** – Paul Armstrong

**2024 Gordon Murchie Lifetime Achievement** – Claude Thibaut

#### Day 2 Highlights

The second day focused on technical content and featured:

- Interactive Sensory Sessions and Activities
- Two keynote presentations:
  - The Science of Flavor Perception
  - The Multisensory Nature of Perception
- Three Panels of Virginia Winemakers showcasing Governor’s Cup Case® winning wines.

Governor’s Cup Competition Director of Judging Frank Morgan joined the panels, offering valuable insights into the judges’ scoring process and the reasons these exceptional wines were selected for the Governor’s Cup Case®.

*Overall conference survey feedback received:*

*“Brilliantly done. The day 2 interactivity was incredibly impactful, and kudos to the team who executed all the extra steps to make it take place so smoothly.”*

*“Well planned. Day 2 took a lot of planning and effort.”*

*“The interactive exercises were great. They broke up the day and kept me engaged. It was interesting to go beyond just a tasting and discussion. I also enjoyed the forced conversation/interaction with the other people at the table.”*

#### 4.3 Final Report (June)

*Describe how the technical or material content of the project was or is planned to be shared with stakeholders or beneficiaries. List title, date, type (article, brochure, presentation, or other), purpose, and estimated audience reached. Provide a copy or link if (when) available for inclusion on the [viriniawine.org](http://viriniawine.org) site.*

The technical and material content is shared with stakeholders and beneficiaries through:

- Expert speaker presentation recordings
- Post-event resource distribution
- Peer networking and discussion
- Feedback mechanisms to refine content for future events
- Recognition of exemplary practices via awards

This comprehensive approach ensures that content is accessible, relevant, and actionable for a wide range of stakeholders in the Virginia wine industry.

After the Conference concluded, attendees were invited to complete a brief survey to help staff, and the Conference Committee plan future events. Links to speaker presentations, session recordings, and event photos were shared via email, included in the *VWA Vine* newsletter, and posted on

www.vawine.org. This ensures that the technical content remains accessible for continued reference, extending the long-term impact of the event.

The link to access conference photos and speaker recordings:

<https://www.vawine.org/annual-meeting-conference/>

Speaker and session presentation slides:

<https://www.dropbox.com/scl/fo/aisk7mlvol7aukjhk23d8/ALVSZ0twFMWTzAyjuAzoyiE?rlkey=d18wgoackaqaicnj77bi0jn215&st=iwj9wvc9&dl=0>

The 2024 Annual Conference was highlighted on the VWA social media pages:

[https://www.instagram.com/p/DCXRYAQy4q5/?utm\\_source=ig\\_web\\_button\\_share\\_sheet&igsh=a2Mxa25ydTVsdGc0](https://www.instagram.com/p/DCXRYAQy4q5/?utm_source=ig_web_button_share_sheet&igsh=a2Mxa25ydTVsdGc0)

<https://www.facebook.com/vawineriesassociation>

## 5.0 BUDGET

Budget Summary			Mid-Year Research/Education only		Final	
Expense Category	5.1 Requested	5.2 Awarded	5.3 Spent	5.4 Remaining	5.5 Spent	5.6 Remaining
Personnel						
Fringe Benefits						
Travel	\$3,500	\$1,500	0	\$1,500	\$155.45	\$1344.55
Equipment (Rental)		\$4,200	0	\$4,200	\$2,185.30	\$2014.70
Supplies	\$2,000	\$3,500	0	\$3,500	\$2,907.52	\$592.48
Contractual	\$23,500	\$33,200	0	\$33,200	\$36,879.93	-\$3679.93
Other	\$1,000	\$600	0	\$600	\$85.00	\$515
<b>Total</b>	<b>\$30,000</b>		<b>0</b>	<b>\$43,000</b>	<b>\$42,213.20</b>	<b>\$786.80</b>