

Virginia Wine Board Grant Final Report

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Title: Oeno Camp: A Virginia Wine Immersion Program

Proposal Number: [Proposal Number]

Project Type: ☐ Research ☒ Education ☒ Marketing

Is this a multi-year grant? ☐ Yes ☒ No

If yes, which year does this report address? [E.g. 2nd of a 3-year grant]

Original Funding Amount: \$10,000

Remaining Balance: \$9,582.89.

Objectives and Results:

- **Objectives:** We have significantly contributed to creating a more inclusive Virginia wine industry through focused outreach efforts that educate and include people from historically excluded and underrepresented communities. We are creating and developing wider diversity in the Virginia wine industry and Oeno Camp led to more marketing and tourism for the Virginia Wine industry from the grantees of this program, future programs, and continuously. We just hosted Oeno Camp: A Virginia Wine Immersion Program in partnership with The Veraison Project. The Veraison Project is a 501(c)(3) non-profit comprised of a volunteer group of Wine Industry Professionals committed to making our industry a more diverse, equitable, and inclusive place.
- **Oeno Camp: A Virginia Wine Immersion Program:** We collectively hosted Oeno Camp: A Virginia Wine Immersion Program in partnership with The Veraison Project in Charlottesville on June 9th-11th, 2023. We accepted 10 grantees selected nationally through an [application](#) process organized by [The Veraison Project](#) plus 8 of their board members. Applications for this experience closed on February 15th, 2023.
- Oeno Camp was a three day immersion into Virginia wine through educational, experiential, and recreational settings. Guests stayed at the [Quirk Hotel](#) in downtown Charlottesville where we had a block of 18 rooms. We visited and experienced surrounding wineries for vineyard tours, guided and focused wine / cider / mead tastings, production site visits, wine business exploration, Starry Nights, and shared locally cooked meals together.
- The outcome of Oeno Camp is to create Virginia Wine Ambassadors and to find jobs and internships within the Virginia Wine industry for the grantees interested in pursuing a wine career. These jobs can include wine making or creating a custom crush wine, vineyard work, sales, marketing, and tasting room opportunities.
- **Post-program debrief and survey:** In an attempt to attract and keep diverse talent and have a measure of success for this program, each participant will fill out an extensive survey after their mentee / grantee year outlining feedback on the program, ways to improve the program moving forward, and feedback on what is needed to attract and keep diverse talent in Virginia wine. We plan on this being an annual program within Virginia. We do not yet have this survey data returned to us yet, but will share it with you as soon as we do.

- Oeno Camp was a transformative and incredible weekend and everyone who participated was attentive, professional, and fully enjoyed their experience and introduction to Virginia Wine. Our initial goals have been met and exceeded our expectations.

Overall Benefit for Virginia Wine Industry:

This program brought 20 wine professionals and trade adjacent people to experience Virginia wine, many of them for the first time. The economic impact on tourism and marketing exists through dollars spent at a boutique hotel, transportation provided by a locally owned company, meals shared in locally owned independent restaurants, Virginia wine purchased for educational and experiential settings, creating Virginia wine ambassadors who will share their experience thus creating more buzz and revenue within the Virginia wine industry and future tourism opportunities.

People from historically excluded and underrepresented communities represent over 40% of the population of Virginia, and yet are not adequately represented on the winery, trade, or consumer side of Virginia Wine.

- Please see attached data insights, impressions, reach, and followers from social media channels increasing 9.01% as a direct result of Oeno Camp from June 9th-14th, 2023.

Social Media Engagement, i.e.: campaign explaining the initiative and highlighting a few of our grantees. Some of the applicants are already social media influencers and wine professionals who will share their experiences during this program.

- We have professional head shots of each of the grantees to further their careers in wine.
- We have professional photographs by Derrick Waller and Scott Hamler to share and tell the story about this program for future versions of Oeno Camp, and to better explain the program and the strategy moving forward. These photos are shared with the group of
- 20 people to also recirculate through their own channels and professional networks.
- **Outcomes and Benefits:** We believe this initiative will drive revenue for Virginia Wine by providing an expanded and more diverse (and yet untapped) consumer, trade, and industry base. This program will create Ambassadors for Virginia Wine for life as well as create jobs within the Virginia Wine industry.

Publications and Activities Associated with Project: "Oeno Camp Supports BIPOC Wine Entrepreneurs by Sedale McCall (Oeno Camp Grantee) in Uncorked & Cultured.

https://uncorkedandcultured.com/2023/07/12/bipoc-wine-entrepreneurs-oeno-camp/?utm_source=rss&utm_medium=rss&utm_campaign=bipoc-wine-entrepreneurs-oeno-camp

Future Work:

We plan to host Oeno Camp: A Virginia Wine Immersion Program annually with new grantees each year, and will continue to support the grantees from previous years in their wine professions.

We are hosting two grantees to work harvest at Blenheim Vineyards in 2023 as a direct result of this program.

Final Budget and Justification:

Item Type	Original Awarded Amount	Final Amount Spent
Personnel	[\$0.00]	[\$0.00]
Fringe	0	0
Travel	\$3,000	\$3,972.00
Supplies & Materials	\$2,000	\$672.52
Contractual	\$3,000.00	\$2,134.79
Other	\$2,000	\$2,803.58
Total	\$10,000	\$9,582.89

- The Veraison Project Board Members and Reggie Leonard and Tracey Love of Oenoverse volunteer their time but do ask for travel expenses and accommodations to be reimbursed for this program. The Veraison Project is covering most of the travel expenses, but please see attached reimbursement document for Oenoverse reimbursement.

Materials and Supplies:

- We used minimal printed materials for educational Virginia wine tasting events, wine keys, glassware, spittoons, wine chillers, coolers, pens, paper, printed Virginia wine marketing materials to share, tabletop decor for lunch and dinner events.
The CACVB provided swag bags with wine keys and regional wine and tourism information gratis for our guests. We included Virginia Wine and Monticello Wine Trail maps.
- **Other:** Please see attached budget. The Veraison Project will contribute travel specific funding to support Oeno Camp: A Virginia Wine Immersion Program. We plan to use the remaining allocated funding from the Virginia Wine Marketing Office and The Virginia Wine Board to support the remainder.
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