

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	Virginia Cider Educational Meetings FY 2024-2025		
Organization	Virginia Cider Association		
Proposal #		Award # 25-52	
Project Lead		Mailing Address	Research <input type="checkbox"/>
Name	Anne Shelton	PO Box 210	Education <input checked="" type="checkbox"/>
Title	President, VCA	North Garden, VA 22959	Marketing <input type="checkbox"/>
Email	info@virginiacider.org		Continuing? <input type="checkbox"/>
Phone	804-921-2719		Year <input type="text"/> of <input type="text"/>

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 objective of this proposal is to acquire funding for two meetings to be held in July 2024 and January 2025. The expected impact is continued education for cidery employees as well as networking opportunities for the cider industry.

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

- The VCA Board will identify dates for both the July 2024 and January 2025 meetings
- The VCA Board will work together to identify appropriate topics for each meeting
- The Board, or a hired administrator, will contact the general membership with information regarding the meetings and manage registrations for the meetings
- The Board, or its hired administrator will coordinate facility rental, presenters and lunches
- The VCA Treasurer will provide mid-year and final reporting to the VWB

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

A measure of success will be the number of industry members and cider producers attending the proposed meetings. The goal will be to reach 50 industry members representing 20 cider producers.

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.

The Virginia Cider Association has completed one of the two meetings planned for in this grant. The meeting was held at Henway Hard Cider in Bluemont, VA. Presenters included Marybeth Williams from Williams Compliance, Jennifer Reichert from the Virginia Wine Board, Dr. Amanda Stewart from Virginia Tech and Jocelyn Kuzelka from the Wineries Research Exchange. Topics covered were volatile acidity in Virginia cider, state and federal compliance updates, Virginia Wine Board information, updates on VT's natural cider fermentation study report (VWB funded), marketing and research breakout sessions, and industry input on VT's "Southern Apple Analysis" grant (VWB funded). 27 people attended the July meeting, representing 12 cider producers. The VCA board has determined a date and location for the second meeting and has started to reach out to presenters to build the agenda. The project is currently operating on time and on budget.

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.

The Virginia Cider Association has completed both meetings planned for in this grant. The first meeting was detailed in the mid-year report. The second meeting was held at Sage Bird Ciderworks in Harrisonburg, VA. Presenters included Marybeth Williams from Williams Compliance, Jennifer Reichert from the Virginia Wine Board, Desiree Harrison-Brown from the Virginia Wine Board Marketing Office, Chris Van Orden from the Virginia Small Business Development Center, and Jocelyn Kuzelka from Panacea Wine Consulting and the Wineries Research Exchange. Topics covered were Social Media Do's and Don'ts, Tasting Room Marketing, Virginia Governor's Cup Gold Medal Cider guided tasting, and information about the Virginia Wine Board and the Virginia Wine Board Marketing Office. 26 people attended the meeting, representing 12 cider producers.

Collectively, 40 industry members attended the meetings representing 16 cider producers. This is slightly lower than our anticipated 50 unique persons representing 20 different producers. There are two potential reasons for this. The first is the lower than anticipated membership numbers for 2024. The VCA has 18 current members which is lower than our goal of 25 member cideries. The second is that both of these meetings occurred in Northern parts of the state which made it difficult for some members from other regions to attend. The VCA board chooses their meeting locations from the list of member cideries and, in this fiscal year, chose the two locations on date and location availability. The meetings before and after the two covered by this grant were in other parts of the state that allowed for access from a different pool of members.

The project came in under budget due to lower than anticipated speaker fees and the host cideries' ability to provide glassware and other materials for the meetings. Feedback from both meetings was positive for both content and depth. Valuable networking experiences and high perceived value was

related to different VCA board members by multiple attendees. VCA annual meetings continue to be the highest ranked benefit of the Virginia Cider Association membership.

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)

Applicable presentations will be available after the meeting for all members of VCA.

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.

Email notices about the meeting were sent out to all stakeholders. Follow-up emails with information from the presenters were sent out to all VCA members and attendees after the meeting.

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 virginiawine.org site.

Email notices about the meeting were sent out to all stakeholders. Follow-up emails with information from the presenters were sent out to all VCA members and attendees after the meeting.

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	\$0.00	0	0	0	0	0
Fringe Benefits	\$0.00	0	0	0	0	0
Travel	\$500.00	500	304.85	195.15	434.23	65.75
Equipment (Rental)	\$0.00	0	0	0	0	0
Supplies	\$2000.00	2000	129.6	1870.40	189.60	1810.40
Contractual	\$3500.00	3500		3500	1497.98	2002.02
Other	\$2000.00	2000	1019.8	980.20	2440.15	(440.15)
Total	\$8000.00	8000	1454.25	6545.75	4561.98	3438.02