

Virginia Wine Board Grant Report Template

PROPOSAL

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 final expenditures.

2.0 GRANTEE INFORMATION

Project Title	VWA Regulation and Rules Round Ups and Winery Resource Guide				
Organization	Virginia Wineries Association				
VWB Proposal #	26-30	Proposal # (if needed)		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			Recurring?	◇
Phone	(434) 326-9815			Continuing?	◇
				Year	1 of 1

3.0 PROJECT OBJECTIVE, PROGRESS, AND IMPACT

3.1 PROPOSAL (February)

Identify the specific deliverable or result that the project will produce. (1-2 sentences or bullets; Narrative section I.b.)

- Continue to provide critical education and training to the industry on compliance issues, labor law, legislative updates, new law changes, etc.
- Ensure that members have pertinent and timely information proactively in order to remain in compliance

Summarize the project objective the result serves, including expected impact. (1-3 sentences or bullets; Narrative section I.a and II.a.)

The VWA will maintain its commitment to offering essential education and training on compliance, labor law, legislative updates, new law changes, and ABC regulations to the wine industry. These resources, including statewide webinars and a dedicated session at the Annual Conference, ensure members have timely, proactive access to critical information to stay compliant. Additionally, the continually updated VWA Resource Guide on the website provides a reliable, up-to-date source for regulatory information affecting the industry.

Summarize the project's workplan. (1-5 sentences or bullets; Narrative section III.b.)

- Mary Beth Williams to identify pressing and timely issues.
- Identify educators, experts, regulators to present.

- *Schedule quarterly sessions to be held virtually, recorded and shared. One session will be held in-person during the Annual Conference.*
- *FordHarrison attorneys will present two webinars to review recent changes in Virginia employment laws.*
- *Mary Beth will update the Winery Resource Guide, located at www.vawine.org, on a continual basis to provide the most current information on regulations, laws, and updates that affect the winery industry.*

List the indicators that will show the project has a) made progress on its workplan, b) achieved its objective, and c) reached its audience. (1-5 sentences or bullets; Narrative section III.c.)

- *An industry wide survey will be sent to over 500 recipients for collecting data on effectiveness, utilization, and future planning.*
- *Looking to increase participation by 15% by promoting through posts on social media channels in addition to emails and inclusion in the VWA Vine quarterly newsletter.*
- *Focusing on updating our distribution database to include more of the industry. There are 200 inactive farm winery contacts who may have previously been VWA members. Staff, along with the VWA Board and Membership Committee, are actively reviewing this list as part of an ongoing membership drive. This initiative is expected to add around 100 new contacts to our database, enhancing our reach for event marketing.*
- *Continue to strengthen the industry's relationship with regulatory departments and officials by sharing valuable information and fostering open communication. To support this effort, Mary Beth will extend invitations to one representative from each of the following regulatory agencies—VDACS, ABC, and TTB—to provide annual updates. These updates may be presented either through the Regulations & Rules Up seminar or delivered in person at the VWA Annual Conference.*

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.

Regulation & Rules Round-Up Sessions continue to be scheduled and held, addressing relevant and critical compliance issues.

One recent challenge was the government shutdown leading to TTB significantly reducing staff, pausing label approvals, backlog of electronic filing, etc. The staffing changes within government agencies have made it difficult to confirm their participation in these sessions, despite the increased importance of their insights for our members.

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 objective was achieved through the delivery of compliance-focused education and timely regulatory updates. The industry has access to expert guidance on labor law, legislative changes, and industry regulations, helping wineries remain informed and better prepared to meet compliance obligations.

A formal survey is still being developed and will be sent soon. We always encourage either onsite or during the virtual sessions, for attendees to provide feedback on topics/sessions. We utilize the Education Committee to provide a list of necessary, pertinent, and pressing issues for each year and develop our schedule from that. We have numerous compliance deadlines for wineries over the next year and have finalized a full schedule. Because of all of the turnover with agency representatives, it's been difficult to confirm guest speakers from TTB

and ABC. Our membership drive was successful, and we recruited 10-11 new winery members as well as additional renewals who may not have renewed in the past few years. Because we now have a page on our website where all of the session recordings are hosted, I believe more people are relying on the ability to watch the recordings on their own time. We are still seeing great live attendee numbers. We have developed a full year schedule and will promote the schedule all together. I believe that will help to get the dates on calendars earlier and encourage more participation.

The project strengthened the Virginia wine industry's access to critical compliance and regulatory information, helping winery owners and staff remain informed of changing legal requirements and industry regulations. Educational programming reduced information gaps, encouraged proactive compliance practices, and provided opportunities for direct engagement with subject matter experts and regulatory stakeholders.

The continued availability of recorded sessions and regularly updated online resources extends the project's impact beyond individual events, providing wineries with ongoing access to information that supports informed decision-making and regulatory compliance. The strengthened communication channels between industry members, regulators, and legal experts are expected to continue benefiting the industry in future years.

4.0 COMMUNICATION WITH STAKEHOLDERS

4.1 PROPOSAL (February)

Identify the specific audience/s for this project. (1-2 sentences or bullets; Narrative section II.b.)

The target audience for these regulatory sessions as well as the resource guide project would include anyone who has direct responsibility for maintaining and ensuring compliance in daily winery operations. The Virginia wine industry would all benefit from easy access to current, clear, and authoritative legal resources and compliance guidelines to navigate the complex regulatory landscape that affects the Virginia wine industry.

Summarize how you will share project information or results with this audience. For example, will you submit for publication in a peer reviewed journal? Present at a technical conference? Conduct a training? Post on a site?. (1-3 sentences or bullets; Narrative section II.b.)

- Regulation & Rules Round Up Sessions are recorded and shared, as well as posted online at <https://www.vawine.org/regulation-rules-round-up/>.
- Updates to the Winery Resource Guide are made as necessary and available at <https://www.vawine.org/resource-guide/>.
- Email blasts are sent to over 450 members on important updates or reminder of pending reporting deadlines.
- The VWA Vine, a quarterly electronic newsletter featuring relevant regulation and compliance topics.

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, and cite or estimate the number reached.

2025 Regulation & Rules Round-Up Session Dates

Past Sessions

- July 24, 2025 (44 attendees):
Topic: Legislative Update
Mary Beth Williams & Michael Kaiser presented an update on the passage of HR1, known as the Big Beautiful Bill Act (BBBA) and what it means for wine.
Link for viewing: [Watch the session](#)

- August 13, 2025 (43 attendees)
Topic: Labor Law Update
Brendan Horgan, Attorney with FordHarrison, provided a legal update on the H-2A visa program, wage and hour compliance, and immigration rules.
Link for viewing: [Watch the session](#)
- November 10, 2025 (at the Annual Conference-approximately 115 attendees):
Topics: State Legislative Updates, Beneficial Ownership Requirements, Nutritional Labeling and more!
- December 2, 2025 (55 attendees)
Topic: Tax Implications of the Federal Omnibus Bill
Mary Beth Williams & Kendra Stribling, CPA with Hantzmon Weibel, discussed tax credits, changes, no tax on tips, and implications from the federal omnibus bill that impacts wineries.
Link for viewing: [Watch the session](#)

Upcoming Sessions

- December 16, 2025: (49 attendees)
Topic: TTB Edition
Mary Beth Williams will focus on TTB reports for entities receiving wine through contract winemaking should look and take any TTB questions.

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, and cite or estimate the number reached. 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.

The project's educational resources continue to provide value beyond the initial presentations through recorded webinars, archived materials, and the ongoing maintenance of the Winery Resource Guide. These resources allow wineries to access information as needed and support long-term industry compliance and education efforts. Five educational sessions were delivered to more than 306 live participants, with recordings made available to all industry contacts.

Links/Attachments for VirginiaWine.org Inclusion:

- Winery Resource Guide: <https://www.vawine.org/resource-guide-intro-2/>
- Webinar recordings: <https://www.vawine.org/regulation-rules-round-up/> ;
<https://www.dropbox.com/scl/fo/9w1zr6yla6t2j86xk2dph/ABqwhYuxT2RJ8tCLi6fX8Sg?rlkey=rhni21yozaxg8en26qsu887hw&st=fnl378z2&dl=0>
- Annual Conference presentation materials:
<https://www.dropbox.com/scl/fo/6dapjzpcuhtca87dbbld/AP9GwzMXD0U3DYbLAMxNHiQ?rlkey=7d2jn1u3ib2pdkn1wkjn8ldl8&st=2g1nmb6s&e=1&dl=0>
- Relevant newsletter articles and educational materials:
<https://www.vawine.org/newsletters/>

5.0 BUDGET

Budget Summary			Mid-Year Research/Education only		Final	
Expense Category	5.1 Request	5.2 Awarded	5.3 Spent	5.4 Remaining	5.5 Spent	5.6 Remaining
Personnel						

Fringe Benefits						
Contractual	\$42,000	\$42,000			\$31,342.50	\$10,657.50
Travel						
Supplies						
Equipment (Rental)						
Other						
Total	\$42,000	\$42,000			\$31,342.50	\$10,657.50