

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	The Veraison Project x Oenoverse Virginia Programming: Oeno Camp				
Organization	The Veraison Project + Oenoverse				
Proposal # (if needed)		Award # (if needed)			
Project Lead		Mailing Address	Research	◇	
Name	Carly Maher	1520 Belle View Blvd #4035	Education	◇	
Title	The Veraison Project Director of Mid-Atlantic Partnerships	Alexandria, VA 22307	Marketing	◇x	
Email	carly@theveraisonproject.com		Continuing?	◇no	
Phone	703.944.1977		Year	of	

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)

- Objective: Continue to attract and engage diverse trade, media, and consumer ambassadors for Virginia wine, particularly those who identify as BIPOC/Gen Z/Millennial through our Virginia programming (Oeno Camp and Two Up Wine Down Festival)
- Intended Deliverable Results: Expand the reach of Virginia wine via social media (our collective reach is in the hundreds of thousands) and via features in wine publications (our leadership and Virginia wine programming has been featured in publications such as Wine Enthusiast, Vinepair, SommTV, Wine Business Monthly, etc... representing millions in social media reach. Participant survey results will also provide valuable research for the Virginia Wine Board.
- Impact:

- o Economic- increased tourism to Virginia wineries and surrounding businesses, new/increased consumer purchasing of Virginia wine.
- o Reputational: presenting Virginia as the most exciting, diverse wine region in the country. Measurable: 3-5 new articles in major publications highlighting Virginia wine and our programming.

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

- **For Oeno Camp: A Virginia Wine Immersion Program:** We will collectively host Oeno Camp: in Charlottesville and surrounding areas (Waynesboro and Madison) from July 26th-28th, 2024. We are allotting 3 of the 10 “camper” slots for invited wine industry media. The Doyle Hotel will be home base with various winery visits, educational seminars, meals at local restaurants, etc.

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

- **Post-Event-Surveys:** positive feedback from participants via our post-event surveys will continue to provide important, measurable data on how Virginia Wine is impacting these consumers and trade and what their needs are.
- **Social Media Coverage:** we have and will continue to have measurable data around increased social media exposure for Virginia Wine as a result of Oeno Camp and Two Up Wine Down.
- **Media Coverage:** we have and will continue to have features on Virginia wine and our programming in major wine publications such as Vinepair, Decanter, Wine Enthusiast, SommTV, etc.

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.

3.3 Final Report (June)

Experiential Programming Highlights:

- Jefferson School Tour: Historical context on Virginia wine's past
- Virginia Wine 101: Led by Erin Scala
- Winemaker Happy Hour: Featuring Rosemont, Common Wealth Crush, Eastwood, Blenheim Vineyards, Lightwell Survey, and Dogwood & Thistle
- Dinner at Pink Grouse: Featuring 5 Virginia winemakers from wineries mentioned above
- Educational Vineyard Tours & Tastings: Grace Estates (featuring Noe Garcia Corona, a prior Oeno Camp participant), Hark, Early Mountain, Patois, and Thistle Rock
- Business of Virginia Wine Session: Led by Charlottesville Wine Guild owners

Social Media & Media Impact:

- **Total Social Media Reach:** Tens of thousands of followers engaged across Instagram posts and shares.
- **Estimated Readership & Reach:** Over **1 million** combined digital and print readers

- **Key Themes Covered:** Diversity in the Virginia wine industry, emerging talent pipeline, and regional wine tourism impact.
- **Publications:** VinePair, Wine Enthusiast, Uncorked & Cultured, Edible Blue Ridge, Wine Trails & Wanderlust.
- **Number of Articles:** 4 major features in national publications.
- "Oeno Camp Amplifies Diversity in Virginia Wine" – Sedale McCall (Uncorked & Cultured, July 12, 2024)
- "Enter the Oenoverse" – Sedale McCall (Edible Blue Ridge, October 2024)
- "Next Wave Awards Advocate of the Year: Reggie Leonard" – Olivia White (VinePair, October 17, 2024)
- "Welcome To the Oenoverse" – Matt Fitzsimmons (Wine Trails and Wanderlust, October 25, 2024)
- **Engagement with New Audiences:**
 - Virginia wine ambassadors established in key markets: Atlanta, NYC, Boston, DC because of where the campers live.
 - Organic content highlighted unique Virginia wine qualities to broader, younger, and more diverse audiences.
 - Reinforces Instagram’s key role in outreach and the importance of leveraging Virginia-based connections to expand industry engagement.

National Media Coverage & Visibility

Oeno Camp programming was featured in major national publications including wine and news media, significantly increasing Virginia Wine’s exposure.

Notable Media Outlets Covering Oeno Camp (Instagram Reach in Millions):

- **SevenFiftyDaily** @sevenfiftydaily (24,500 followers)
- **Decanter** @decanter (257,000 followers)
- **VinePair** @vinepair (97,600 followers)
- **Uncorked and Cultured** @uncorkedandcultured (6,941 followers)
- **Wine Enthusiast** @wineenthusiast (661,000 followers)
- **SommTV** @somm_tv_streaming (34,500 followers)
- **The Somm Journal** @sommjournal (11,400 followers)
- **Wine Business Monthly** @winebusinessmonthly (5,738 followers)

Social Media Performance & New Audience Reach

Between July 19-30, social media insights across Instagram and Facebook saw a significant increase, driven by Oeno Camp drawing attention to our channels. This surge in engagement led to higher reach, increased followers, and more content interactions.

Key Performance Metrics: Instagram & Facebook

Metric	Instagram (Oenoverse)	Facebook	The Veraison Project	Overall Impact

Reach	45.3K (▲ 34.1%)	2.5K (▲ 20%)	82.3K (▲ 892.7%)	More visibility from Oeno Camp
Content Interactions	1.2K (▲ 45%)	267 (▲ 25%)	7.2K (▲ 100%)	Increased engagement July 19-30
Profile Visits	4.3K (▲ 18%)	551 (▲ 10%)	N/A	More audience engagement
Link Clicks	278 (▲ 30%)	12 (▲ 8%)	806 (▲ 16.0%)	Improved call-to-action response
Follows	189 (▲ 22%)	-	1.2K new followers	Increased audience growth

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)

Stakeholders: Virginia Wine Board, Virginia Wine Marketing Office, and Virginia wineries.

Communication Plan:

- Report Back: Post-event survey data, social media insights, media coverage.
- Sales Insights: Wine sale data from The Verasion Project's partners.
- Stakeholder Presentations: Presenting findings to the Virginia Wine Board at their meetings.
- Sharing insights with the Virginia Wine Marketing Office.
- Discussing at the Virginia Wineries Association annual meeting to inform industry members.

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.

Ongoing stakeholder communication, event participation, and publication features.

4.3 Final Report (June)

Oeno Camp programming has successfully increased diverse engagement, industry representation, and economic impact within the Virginia wine sector. By fostering a lasting pipeline of new professionals, consumers, and ambassadors, Oeno Camp has shaped the future of Virginia wine in meaningful ways. Over the past several years, the program has been recognized and celebrated, receiving substantial press coverage and engagement across social media platforms.

Engaged 10 selected participants ("campers") from diverse trade and media backgrounds, including 100% BIPOC, 40% LGBTQ+, 50% Gen Z and 50% Millennial.

- Buyer for Terroir in NYC
- Buyer for Super Bien/The Wine Linguist in Boston
- Owner of the Wine Connoisseurs Club (DMV-based)
- Buyer for Babe Wine Bar in NYC and social media influencer / digital creator
- A winemaker considering making wine in Virginia

Survey Results:

- 100% of surveyed participants learned about Oeno Camp through Instagram or word-of-mouth.
- 80% of participants had a prior connection to Virginia wine, highlighting the value of social media in outreach efforts.
- 100% of surveyed attendees reported they were "very likely" to continue drinking, recommending, and purchasing Virginia wine.
- Several participants returned to Virginia for wine-related business or events, contributing to regional tourism growth.
- Direct connections were made between campers and Virginia wine professionals, resulting in several securing ongoing mentorships.

Economic & Industry Impact

- **Virginia Wine Industry Expansion:** The Virginia wine industry has generated \$6.41 billion in economic activity since 2022, supporting over 45,000 jobs and attracting 1.45 million tourists, resulting in \$492.7 million in annual tourism expenditures. (WineAmerica Economic Study)
- **Workforce Expansion:** Several Oeno Camp participants, including Noe Garcia Corona, Kyle Burke, Sydney Love, Leigh Ashley Harden, Carlita Pitts, and Kendall Gordon, pursued careers in Virginia wine post-event, demonstrating the program's role in workforce development.
- **Ambassador Impact:** Oeno Camp created Virginia wine ambassadors nationwide, whose continued promotion and advocacy for Virginia wine contribute to long-term growth and recognition.

Oeno Camp Participant Testimonials

- "Oeno Camp was life-changing. I left with connections that will shape my career in wine for years to come."
- "As a recent participant of Oeno Camp, an immersive experience delving into the rich history, art, and science of winemaking, I'm bursting with excitement to share my newfound knowledge and passion. From the rolling vineyards to the intricate winemaking process, I'm looking forward to journeying through this enchanting world!" - Elias Chestnutt
- "Virginia's wine culture is inspiring, and I plan to integrate it into my work going forward."
- "Since 2022, Oenoverse and The Veraison Project have been teaming up to make Virginia wine more inclusive for BIPOC professionals and enthusiasts. Initiatives like Oenoverse provide a pathway for Virginia wineries to positively engage with the next generation of leaders and wine drinkers." - Sydney Love

- **Communication With Stakeholders:**
- **Stakeholders:** Virginia Wine Board, Virginia Wine Marketing Office, and Virginia wineries.
- **Report Back:** Post-event survey data, social media insights, and media coverage.
- **Sales Insights:** Wine sale data from The Veraison Project's partners.
- **Stakeholder Presentations:**
 - Seeking time on the March or May Virginia Wine Board meeting agendas to present findings.
 - Sharing insights with the Virginia Wine Marketing Office.
 - Discussing at the Virginia Wineries Association annual meeting to inform industry members.

5.0 BUDGET

Budget Summary			Mid-Year Research/Edu cation only		Final	
Expense Category	5.1 Requested	5.2 Awarded	5.3 Sp ent	5.4 Rema ining	5.5 Spent	5.6 Remainin g
Personnel	\$6,250	\$2500			\$0	\$2,500
Fringe Benefits	0					
Travel	\$22,840	\$7016.54			\$8,606.65	\$-1,590.11
Equipment (Rental)	\$7,150					
Supplies	\$11,395					
Contractual	\$15,206	\$3000			\$1,500	\$1500
Other	\$10,821	\$10,375			\$7,209.99	\$3,165.01
Total	\$73,662	\$22,891.54			\$17,316.64	\$5,574.90