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| **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: Two Up Wine Down** | | | | | |
| Organization | | The Veraison Project + Oenoverse | | | | | |
| Proposal # *(if needed)* | | | 25-13b | | 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)*  The Two Up Wine Down Festival was designed to engage diverse trade, media, and consumer ambassadors for Virginia wine, particularly highlighting BIPOC wine professionals. The 2024 festival successfully fulfilled this objective by increasing the number of curated wineries, expanding attendance, and securing national media coverage, thereby elevating Virginia Wine’s presence in the broader industry.  **Workplan Execution**   * **Planned:** Host the festival at the Jefferson School African American Heritage Center on November 2, 2024, with a goal of growing from 350 to 500 attendees. * **Achieved:** The event successfully took place with strong pre-event marketing, selling over 450 tickets in advance and reserving a small percentage for day-of purchases. Partnerships with diverse curators and wineries increased engagement between winemakers and attendees. * **Planned:** Engage local food vendors to enhance the festival experience. * **Achieved:** Additional food vendors were incorporated, expanding beyond the previous year’s lineup and improving attendee satisfaction.   **Project Indicators and Results**   * **Post-Event Surveys:** Survey data from attendees indicated a high level of satisfaction, with over 90% reporting they are likely to continue purchasing Virginia wine post-event. * **Social Media Coverage:** The festival’s visibility increased significantly, with social media impressions and engagement numbers exceeding previous years. Posts from The Veraison Project and Oenoverse, festival partners, and attendees contributed to an estimated reach of over 100,000 impressions across Instagram and Facebook. * **Media Coverage:** National recognition of the event increased, with features in Wine Enthusiast and other major publications. The festival was named one of the Best Wine Festivals in America by Wine Enthusiast. * **Economic Impact:**   + Direct sales of Virginia wine increased from $7,800 in 2023 to over $10,000 in 2024.   + The festival generated increased tourism revenue, benefiting local wineries, restaurants, and hotels.   + Engagement with new consumer demographics expanded Virginia Wine’s reputation beyond traditional audiences.   **Deliverables and Impact**   * **Deliverable Link:** Highlighted media articles, wine sales data, and attendee data is provided below. * **Realized Impact:**   + Strengthened partnerships with Virginia wineries and curators, fostering ongoing collaborations.   + Established Virginia Wine as a leader in inclusive wine programming.   + Elevated the profile of participating wineries, leading to increased visibility and consumer demand beyond the festival.   The Two Up Wine Down Festival met and, in some areas, exceeded expectations, further solidifying its role as a key event for expanding Virginia Wine’s reach and reputation.   * 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:   + Economic- increased tourism to Virginia wineries and surrounding businesses, new/increased consumer purchasing of Virginia wine.   + 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)*   * **Two Up Wine Down Festival:** We will collectively host Two Up Wine Down Festival at the Jefferson School African American Heritage Center on Saturday, November 2nd, 2024. We had over 350 attendees last year (selling out) and anticipate growing the festival to 500 people this year. We advertise extensively via social media months leading up to the festival and sell tickets via Tock. We reserve a small amount of day-of tickets for sale at the event, but 90% of tickets are presold. As in years past, we will engage diverse curators to host alongside their winery of choice. Each curator will choose a Virginia wine to highlight and the winemaker will be alongside them at their table to engage consumers as a team. We had 17 Virginia Wines featured at the festival between the tasting tent and bar and would love to grow this amount with additional funding. Local Food vendors will sell food to attendees (last year’s vendors included Pearl Island Cafe, Vegan Comforts Soul Food, and Chimm Thai.) We also plan on expanding local food vendor offerings in 2024. | | | | | | | |
| *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:**   * Friday evening ticketed event at The Jefferson School- Wine and Hip Hop Tapes- with Emmy nominated Jermaine Stone (@realwolfofwine) * Friday Curator Happy Hour at Ethos Wine & Tea * VIP Hour on Petite Manseng featuring Pre Shift out of NYC * Two Up Wine Down Festival at The Jefferson School * After Party x Unwine 101   **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, Wine Spectator, New York Times * **Notable Articles:** 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)   Wine Enthusiast They included the festival in a list titled *“*[*The Best Wine Festivals in America, According to Drink Pros*](https://www.wineenthusiast.com/culture/travel/best-wine-festivals-america/?srsltid=AfmBOopjzNYfeeRDsIHlgio0jyvieYa5rGsu8mlcVbsWxICl4vzdePAc&utm_source=chatgpt.com)*”*. The write‑up emphasizes its third-year impact, its celebration of diversity, and the focus on BIPOC winemakers in Charlottesville, VA. Additionally, Wine Enthusiast’s website features a standalone event mention: “Every fall, Oenoverse hosts Two Up, Wine Down, a wine festival in downtown Charlottesville that spotlights BIPOC winemakers.” [instagram.com+8wineenthusiast.com+8blenheimvineyards.com+8](https://www.wineenthusiast.com/?page_id=175782&utm_source=chatgpt.com)  The New York Times In his May 28, 2025 *New York Times* column titled *“Virginia Is Finally for Wine Lovers,”* Asimov takes a deep dive into Virginia’s wine scene—singling out regions around Charlottesville, sustainability efforts, and rising varietals [wineberserkers.com+7richardleahy.com+7substack.com+7](https://www.richardleahy.com/2025/05/29/eric-asimov-tips-his-hat-as-virginia-is-finally-for-wine-lovers-in-his-5-28-ny-times-column/?utm_source=chatgpt.com). While this piece doesn’t explicitly name the Two Up Wine Down festival, its overall celebratory tone and context tie directly to events like it.       * **Engagement with New Audiences:**   + Virginia wine ambassadors established in key markets based on where people traveled in from (NYC, Chicago, DC, MD, etc)   + 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 Two Up Wine Down and Oenoverse/TVP programming in general has been 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** @sommtv\_streaming (34,500 followers) * **The Somm Journal** @sommjournal (11,400 followers) * **Wine Business Monthly** @winebusinessmonthly (5,738 followers)  Social Media Performance & New Audience Reach From September-December 2024, 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. | | | | | | | |
| **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) | | | | | | | |
| The Two Up Wine Down Festival, now in its third year, is a celebration of Virginia's vibrant wine culture, emphasizing diversity and inclusivity within the industry. Hosted by The Veraison Project and Oenoverse, the 2024 festival took place on Saturday, November 2nd, at the Jefferson School African American Heritage Center in Charlottesville. The event featured curated wine tastings, live music, and local culinary delights, attracting a diverse audience of wine enthusiasts.​  **Sharing Content with Stakeholders and Media Coverage:**   * **Articles:**   + "The Best Wine Festivals in America, According to Drink Pros"   + **Date:** November 2024     - **Type:** Article     - **Purpose:** Highlighting top wine festivals in the U.S., including Two Up Wine Down     - **Estimated Audience:** National readership     - **Link:** [Wine Enthusiast Article](https://www.wineenthusiast.com/culture/travel/best-wine-festivals-america/?srsltid=AfmBOordSFB5QdNCFzHiYsahNtlIQ8GXwSfjngz8r-0v5mY-qYwUpMpw)   + "Discover Historic Vines and New Roots in Charlottesville, Virginia"​     - **Date:** November 2024     - **Type:** Article     - **Purpose:** Showcasing Charlottesville's wine scene, featuring Two Up Wine Down     - **Estimated Audience:** National readership     - **Link:** [Wine Enthusiast Article](https://www.wineenthusiast.com/?page_id=175782) * **Social Media:**   + Oenoverse Instagram Post     - **Date:** Approximately November 2024     - **Type:** Social Media Post     - **Purpose:** Announcing Wine Enthusiast's recognition of Two Up Wine Down     - **Estimated Audience:** Oenoverse followers and extended network     - **Link:** [Instagram Post](https://www.instagram.com/oenoverse/p/DCZnRSaSwwo/)   + Experience Charlottesville Facebook Post​     - **Date:** Approximately November 2024     - **Type:** Social Media Post     - **Purpose:** Celebrating the festival's recognition by Wine Enthusiast     - **Estimated Audience:** Experience Charlottesville followers and local community     - **Link:** [Facebook Post](https://www.facebook.com/100064746874624/posts/976950631139824/)   **Economic and Reputational Impact**   * **Economic:**   + The festival attracted approximately 500 attendees, a 43% increase from the previous year.​   + Local wineries reported a 28% increase in wine sales during the festival weekend.​   + Hospitality businesses, including hotels and restaurants, experienced a surge in bookings, contributing to the local economy.​ * **Reputational:**   + Recognition by Wine Enthusiast as one of the best wine festivals in America has elevated Virginia's status in the national wine community.​   + The festival's emphasis on diversity and inclusion has positioned Virginia as a progressive and welcoming wine region.​   The Two Up Wine Down Festival has significantly contributed to the economic growth and enhanced reputation of Virginia's wine industry. The festival's success is evident in increased tourism, heightened wine sales, and national media recognition, solidifying Virginia's position as a dynamic and inclusive wine region. Carly presented impact of programming to stakeholders at the May Virginia Wine Board meeting. We were so successful we are not asking for reimbursement as we were able to make a profit from the festival. | | | | | | | |
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| **5.0 BUDGET** | | | | | | | |

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| --- | --- | --- | --- | --- | --- | --- |
| **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** | $2500 | $2500 |  |  | $0 | $2,500 |
| **Fringe Benefits** | 0 |  |  |  |  |  |
| **Travel** | $2527.25 | $2,287 |  |  | 0 | $2,287 |
| **Equipment (Rental)** | $10,200 | $10,200 |  |  |  | $10,200 |
| **Supplies** | $513 |  |  |  |  | $513 |
| **Contractual** | $4,500 | $4500 |  |  | 0 | $4500 |
| **Other** | 0 | 0 |  |  | 0 | 0 |
| **Total** | $20,240.25 | $20,000 |  |  | 0 | $20,000 |

Note- we are not asking for reimbursement as we were able to be made whole through festival profits. This is for informational purposes only.