


**Department of Commerce**  
**Wine & Grape Council Annual Report**


Joint Legislative Commission on Governmental Operations  
Subcommittee on NER and Transportation  
October 19, 2010





## NC Wine & Grape Council

- Non-advisory, policy making board within NC Department of Commerce and Division of Tourism, Film and Sports Development
- Established in 1986, and moved from Dept. of Agriculture to Dept. of Commerce in 2005



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## Council Members

- 11 members appointed by Secretary of Commerce
- 7 grape growers, 3 winery operators, 1 retailer

<u><b>Grower Category</b></u>	<u><b>Winery Operator Category</b></u>
Jerry Douglas – Biltmore Estate	Mark Friszolowski, Vice Chair – Childress Vineyards
Bill Hatcher – Duplin Winery	Michael Helton – Hanover Park Vineyard
Robert Hinnant – Hinnant Family Vineyards	Joe Neely, Chair – RayLen Vineyards
Frank Hobson – RagApple Lassie Vineyards	
Kim Myers – Laurel Gray Vineyards	<u><b>Retailer Category</b></u>
Buddy Norwood – Shelton Vineyards	Ed Cook – Harris Teeter
Dan Smith – Cypress Bend Vineyards	



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## NC Wine & Grape Council

- Objective: To facilitate development of North Carolina's grape and wine industries by enhancing product quality for consumers, and encouraging economic viability and opportunity for growers and processors through education, marketing, and research.



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## Funding

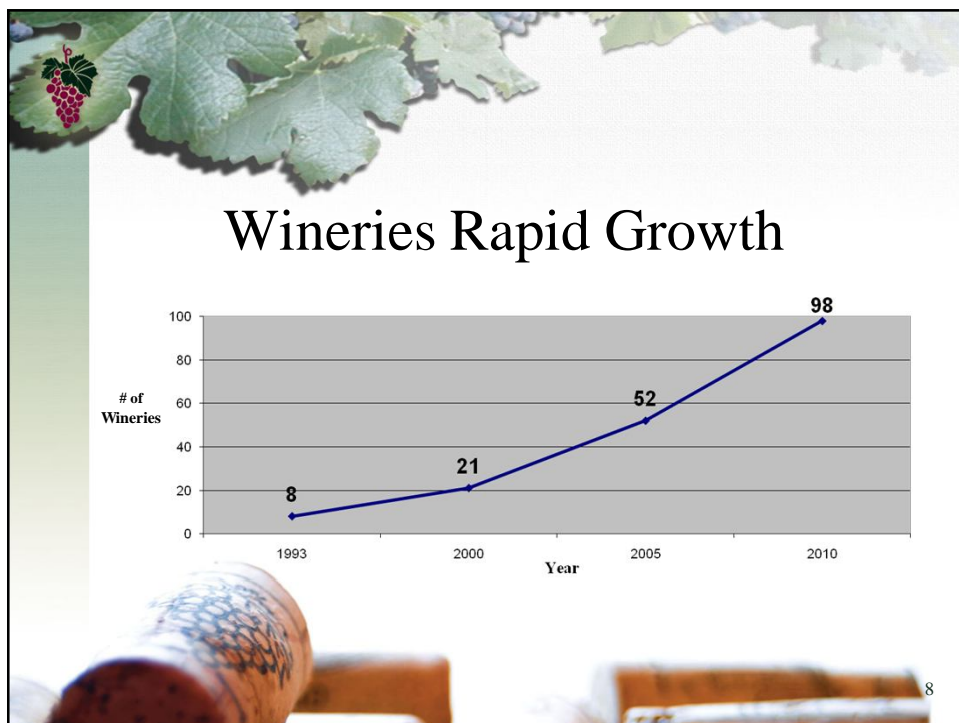
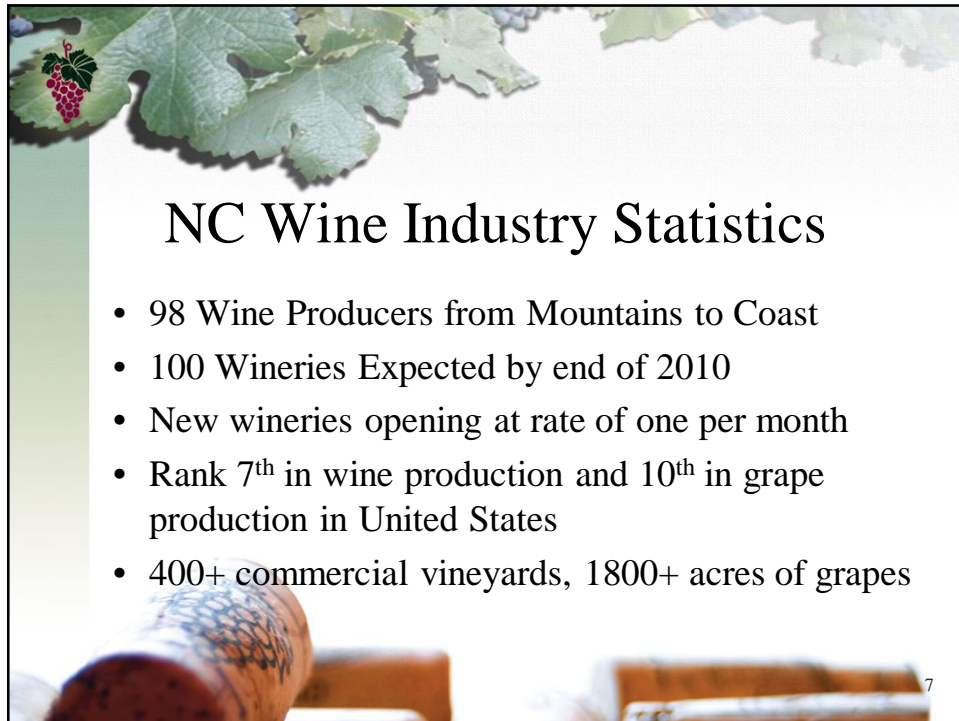
- Formerly a special fund funded by excise tax on wines produced and sold in NC
- Moved to General Fund in 2009
- Budget:

2008-2009	\$1,418,540*
2009-2010	\$828,000
2010-2011	\$701,643

\* Includes appropriation plus carryover



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## Economic Impact = \$813 million

Full-time Equivalent Jobs	5,700
Wages Paid	\$158 million
North Carolina Winery Sales	\$48.2 million
Grape Sales	\$3.7 million
Wine-Related Tourism Expenditures	\$122.4 million
Number of Wine Related Tourists	800,000
Taxes Paid (state and local)	\$38.5 million

Source: MKF Research of Napa Valley based on 2005 data with 52 NC wineries. Council plans to replicate economic impact study in 2010-2011.



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## Wine & Culinary Tourism in NC

- #5 in the nation for wine & culinary tourism, behind CA, FL, NY and TX
- #3 in the nation in wine-related travel, behind CA and NY

Source: Travel Industry Association of America, 2006



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## Council Initiatives

- Advertising
- Public & Media Relations
- Education
- Web Sites
- Publications
- Research & Extension

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## Advertising

- Billboard and cooperative campaign across NC
- Internet advertising
- Muscadine fresh marketing
- Print advertising



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## Media Relations

- Customized pitching to local and national outlets
- Media missions to regional locations
- Festivals, fairs and culinary events
- Media.visitnc.com
- 2009-2010 PR program:
 

The New York Times  
invested \$25,000  
received ad value worth \$450,000  
reached 9.2 million people





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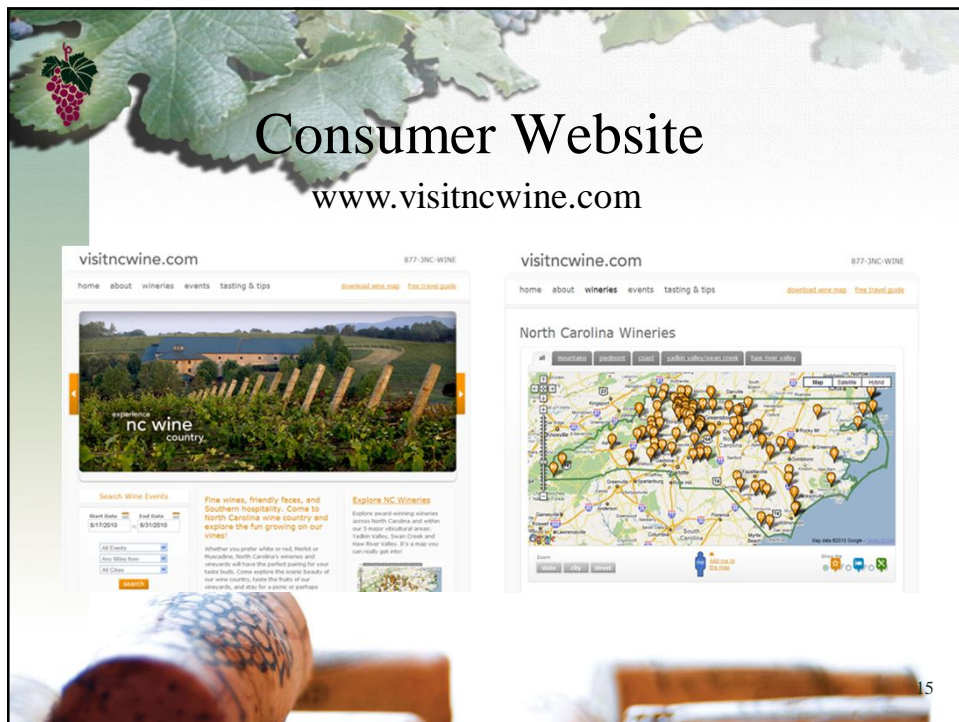
## Industry Relations





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- Industry news and events
- Info for prospective wineries and grape growers
- Grape and supply classifieds
- Industry resources and marketing tools



# Social Media

[www.facebook.com/NorthCarolinaWineGrapeCouncil](http://www.facebook.com/NorthCarolinaWineGrapeCouncil)  
[www.twitter.com/VisitNCWine](http://www.twitter.com/VisitNCWine)





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# Publications





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## Research & Extension

- Partner with local universities for grape and wine research specific to North Carolina
- 6 projects funded for 2010 calendar year
- Total investment of \$81,500

Topics Include:

- Pierce's Disease
- Quality Improvement
- Muscadine Breeding
- Erosion Control



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## Contact Information

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