

# Report to Board of Directors: Sabrina Houser Amaya

## A. LSIWC (10/6 & 10/7/21 at Grapevine CVB)

- Launch call for wines 7/1/21
- Review judges with member group
- Increase credibility of competition by:
  - Move to quantitative scoring process.
  - Initiate Lead Judge process
  - Initiate tiering system of judges (Top tier = Sommeliers, WSET, CSW)

## B. 2021 Grape Camp (November 9<sup>th</sup> and 10<sup>th</sup>)

- Awarded \$5,000 Grant by TDA
- Relocate to Dripping Springs Ranch Park Event Center
  - Larger & more modern venue
  - Separate Education sessions from Exhibitor area
  - Can host up to 400 attendees.
  - Can host up to 50 Exhibitors including those with large equipment.
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## C. 2022 Annual Conference & Trade Show proposal

- February 17 – 19, 2022
- Embassy Suites – Denton Texas Convention Center

## D. Portejas and 100% Grown Branding and Promotion

- Develop 'value add' campaign to promote use.

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## Membership Numbers and Dues - Outreach Efforts

Current Membership Snapshot June 2021

Member Type	Count of Member Type	Membership \$	TOTAL	% Of Total
<b>Active</b>	<b>519</b>			<b>64%</b>
Consumer - Couple	46	50	\$2,300	2%
Consumer - Single	62	35	\$2,170	2%
Emerging Commercial Vineyard	24	150	\$3,600	3%
Emerging Commercial Winery	13	150	\$1,950	2%
Large Commercial Vineyard	10	550	\$5,500	5%
Large Commercial Winery	11	550	\$6,050	5%
Media	1	150	\$6,900	6%
Medium Commercial Vineyard	14	400	\$5,600	5%
Medium Commercial Winery	26	400	\$10,400	9%
Out of State Vineyard	3	150	\$450	0%
Out of State Winery	3	150	\$450	19%
Small Commercial Vineyard	76	300	\$22,800	20%
Small Commercial Winery	85	300	\$25,500	22%
Student	7	35	\$245	3%
University Employee	4	150	\$600	1%
Vendor	134	150	\$20,100	18%
			<b>\$114,615</b>	<b>69%</b>

<b>Graced</b>	<b>2</b>			<b>0%</b>
Medium Commercial Winery	1	400	\$400	50%
Small Commercial Winery	1	400	\$400	50%
			<b>\$800</b>	<b>0%</b>

<b>Lapsed</b>	<b>293</b>			<b>36%</b>
Consumer - Couple	25	50	\$1,250	3%
Consumer - Single	51	35	\$1,785	4%
Emerging Commercial Winery	3	150	\$450	1%
Large Commercial Vineyard	2	550	\$1,100	2%
Large Commercial Winery	3	550	\$1,650	3%
Media	2	150	\$300	1%
Medium Commercial Vineyard	6	400	\$2,400	5%
Medium Commercial Winery	8	400	\$3,200	6%
Small Commercial Vineyard	34	300	\$10,200	21%
Small Commercial Winery	25	300	\$7,500	15%
Student	3	35	\$105	0%
University Employee	1	150	\$150	0%
Vendor	130	150	\$19,500	39%
			<b>\$49,590</b>	<b>30%</b>

**Grand Total**

**814**

**\$165,005**

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## September 2020

Member Type	Count of Member Type	Membership \$	% Of Total
<b>Active</b>	<b>560</b>		<b>72%</b>
Consumer - Couple	51	\$2,550	9%
Consumer - Single	54	\$1,890	10%
Emerging Commercial Vineyard	15	\$2,250	3%
Emerging Commercial Winery	15	\$2,250	3%
Large Commercial Vineyard	13	\$7,150	2%
Large Commercial Winery	8	\$7,150	1%
Media	5	\$750	1%
Medium Commercial Vineyard	13	\$5,200	2%
Medium Commercial Winery	25	\$10,000	4%
Small Commercial Vineyard	82	\$24,600	15%
Small Commercial Winery	81	\$24,300	14%
Student	3	\$75	1%
University Employee	5	\$750	1%
Vendor	190	\$28,500	34%
		<b>\$117,415</b>	<b>75%</b>

Graced	30		4%
Consumer - Couple	6	\$300	20%
Consumer - Single	7	\$245	23%
Emerging Commercial Vineyard	1	\$150	3%
Medium Commercial Vineyard	1	\$400	3%
Small Commercial Vineyard	3	\$900	10%
Small Commercial Winery	5	\$1,500	17%
Student	2	\$50	7%
Vendor	5	\$750	17%
		<b>\$4,295</b>	<b>3%</b>

Lapsed	183		24%
Consumer - Couple	15	\$750	8%
Consumer - Single	33	\$1,155	18%
Large Commercial Vineyard	1	\$550	1%
Large Commercial Winery	3	\$1,650	2%
Medium Commercial Vineyard	5	\$2,000	3%
Medium Commercial Winery	6	\$2,400	3%
Small Commercial Vineyard	30	\$9,000	16%
Small Commercial Winery	22	\$6,600	12%
Vendor	68	\$10,200	37%
		<b>\$34,305</b>	<b>22%</b>

**Grand Total**

**773**

**\$156,015**

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## Comparison Summary of Member Numbers and Dues

	Member Type	Count of Member Type	% Of Total Membership	TOTAL \$	% Of Total Dollars
Jun-21	Active	519	64%	\$114,615	69%
	Graced	2	0%	\$800	0%
	Lapsed	293	36%	\$49,590	30%

Sep-20	Active	560	72%	\$117,415	75%
	Graced	30	4%	\$4,295	3%
	Lapsed	183	24%	\$34,305	22%

Delta	Active	41	Fewer	\$2,800	Less
	Lapsed	110	More	\$15,285	Less

Graced not included b/c they either turn Active or Lapsed after 30 days

## Budget Total

Member Type	2021 Budget (9/31/20)		June 2021 numbers in Member Clicks		\$ Delta	% Delta
	Member Count	\$ Dues	Active Members Only	\$ Dues		
Consumer - Couple	45	\$2,250	48	\$2,400	\$150	7%
Consumer - Single	40	\$1,400	62	\$2,170	\$770	55%
Emerging Commercial Vineyard	13	\$1,950	23	\$3,450	\$1,500	77%
Emerging Commercial Winery	13	\$1,950	12	\$1,800	(\$150)	-8%
Small Commercial Vineyard	54	\$16,200	76	\$22,800	\$6,600	41%
Small Commercial Winery	67	\$20,100	85	\$25,500	\$5,400	27%
Medium Commercial Vineyard	8	\$3,200	20	\$8,000	\$4,800	150%
Medium Commercial Winery	20	\$8,000	21	\$8,400	\$400	5%
Large Commercial Vineyard	11	\$6,050	10	\$5,500	(\$550)	-9%
Large Commercial Winery	6	\$3,300	11	\$6,050	\$2,750	83%
Media	4	\$600	1	\$150	(\$450)	-75%
Student	4	\$100	7	\$175	\$75	75%
Vendor	110	\$16,500	134	\$20,100	\$3,600	22%
University Employee	5	\$750	5	\$750	\$0	0%
	<b>400</b>	<b>\$82,350</b>	<b>515</b>	<b>\$107,245</b>	<b>\$24,895</b>	<b>30%</b>

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## MEMBERSHIP SUMMARY POINTS

- 2021 budget based on September 2020 member numbers presented above, reran membership numbers June 2021 and found the following:
  - 115 members to the positive compared to budget.
  - \$24,895 to the positive compared to budget.
- In a span of 9 months (September 2020 to June 2021), the association has incurred 110 more lapsed members for \$15,285 in lost membership revenue.
  - The majority of the lapsed members were vendors due to lack of Annual Conference and Trade Show (n= 62).
  - COVID Financial impact

## PROACTIVE EFFORTS TO RECRUIT NEW MEMBERS AND PURSUE LAPSED MEMBERS

1. TWGGA awarded PPP which allows for Administrative Assistance.
2. Focused outreach to winery and vineyard members (n = 83)
  - a. As of 6/8/21

Total number of companies contacted: 44 of 83.

- Total Wineries: 19
- Total Vineyards: 25

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### Additional Breakdown:

- Total Pending: 30
- Total Out of Business/Declined: 7
- Total Paid: 8 for \$6,750
- Total with Pending Discrepancies: 1
- Total Re-evaluated w/updated info and were up to date: 2.

*\*Multiple phone calls to get all the information; research internet to find missing phone numbers/addresses; send emails to document information in MemberClicks.*

3. Cull G permit list for potential winery members