



# Annual Membership Meeting

December 2021

Thank you to  
Coyote Sonoma for hosting

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# Special Thanks To Our Partners and Sponsors



# Board of Directors

- **John Vizlay – Vizlay Vineyards – President**
- **Devin Ruddick – Hook & Ladder Winery – Vice President**
- **Lillian Fetcher – Francis Ford Coppola Winery – Secretary**
- **Aaron Krug – Best Western Dry Creek Inn – Treasurer**
- **Dan Christensen – Geyserville Inn – Exec. Lodging Rep.**
- Julia Lander – Moshin Vineyards
- Oded Shakked – Longboard Vineyards
- Katie Ambrosie – Wilson Artisan Wines
- Jack Seifrick – Cast Wines
- Harry Wetzel – Alexander Valley Vineyards
- Helen Sharrocks – Balletto Vineyards
- Lucas Meeker – The Meeker Vineyard
- Brooke Ross – Hotel Trio

# By The Numbers

- 120 Wineries
- 32 Lodgings
- 3700 Online map requests...in 2021
- 3 Annual Events / scaled back, but high interest



# Benefits of Membership

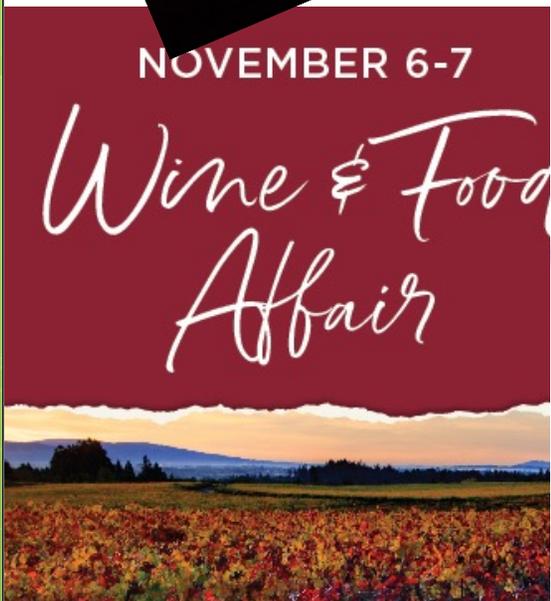
- Exposure on website
- Opportunity to be a guest on our podcast
- My Wine Road Newsletter
  - gift guides, virtual events, varietal of the month
- Seminars / Training
- Events – attendance limited to your preference
  - Bringing NEW wine buyers to your door
- Being “in the know”
  - Weekly Member Memo with updates from Wine Institute, Family Winemakers and more
- Social Media exposure



## Firm Financial Ground

- We have maintained \$150,000 in savings
- We did receive a PPP Loan, a CA Grant of \$15,000, 2 Sonoma County Grants of \$2500 each, a \$12,000 sponsorship from Stay Healdsburg and \$12,000 from Ron Rubin Winery for our podcast.
- Debbie has been back in the office since July, working 10-15 hours a week. She is currently working 20-30 hours per week.
- After a year, we are now able to bring Mysty Stewart back to manage our social media, on a part-time basis.

WINEROAD  
SONOMA County, CA



## 2021 Event Recaps

- Cellars are Closed/Libraries are Open – 23 wineries
- Winelove Weekend – 43 wineries / 420 tickets
- Easter Egg Barrels – 30 barrels
- 8 Days in May – 43 wineries / 250 tickets
- Wine & Food Affair – 35 wineries / 1200+ tickets

Although we have had to scale back, the reception has been great – all year!

Customers are understanding the reservation format and wineries appreciate the control they have over the traffic throughout the day.

# Wine Road Podcast

Listen On Your Favorite Platform



# Wine Road Podcast

- You can find us on most platforms
- Or... hit up our website **WineRoadPodcast.com**
- In April we won another Taste Award and were added to their Hall of Fame.
- 1200-1500 downloads per show
- IMAGINE what we could do if YOU shared the link in your newsletter – just once.
- Thank you to Ron Rubin Winery for sponsoring the podcast for the full year

...we're sending out a tool kit to make it easy for you to share – we need your help!



# In 2021 We Produced

- ✓ 25 Podcasts
- ✓ 14 Newsletters
- ✓ 3 Varietal of the Month posts

## RESULTING IN...

- 29,000 downloads
- 980 new subscribers
- 16,200 click throughs on newsletters



# My Wine Road – enews

## Sent 1-2 times per month

- 53,000 Subscribers
  - 32.2% Open rate (slightly above average)
  - 7.3% Click to open rate (industry average is 3.9%)
- 
- Holiday Gift Guide highest click
  - Varietal of the Month, close 2<sup>nd</sup>
  - Followed by all event emails

# WineRoad.com

- Sessions: 281,382
- Users 193,120
- Page Views 754,932
- Top Pages:
  - Event Calendar
  - Maps
  - Wine & Food Affair
  - Tasting Pass

Just under 2019 numbers,  
but dramatically improved  
from 2020. **All on the uptick!**



# Recent Website Updates

- Lodging Pages
  - Added link to their Trip Advisor page
  - Added a photo
- Weekly Featured Members
  - Photo and text ~ 2 wineries & 1 lodging each week
- Wine Road Dreamin' (coming soon)
  - A online flip book with beautiful photos to inspire visitors

## THIS WEEKS FEATURED MEMBERS



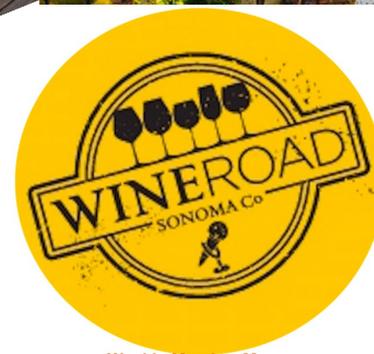
### A. Rafanelli

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Since the early 1900's the Rafanelli family has been growing grapes and making wine in the Dry Creek Valley. Four generations later we remain dedicated to carrying on our family tradition. Our winery is still family owned and operated, and that means production is limited. The focus here has always been quality not quantity! If you are going to be in our area and would like to visit, please call. We always look forward to meeting new wine enthusiasts. <https://www.arafanelliwinery.com/>

# WE CONTINUE TO BE THE BEST SOURCE FOR DISCOVERING NORTHERN SONOMA COUNTY'S EXCEPTIONAL WINE COUNTRY

- Maps
- Website
- Events
- Podcast
- Concierge Service
- Wine Road Ambassadors



# Wine Road Ambassadors

- Goal – 12 Ambassadors  
Wine Road/winery fans  
and micro influencers
- Online application, direct  
invitation and shared in  
newsletter

**Content that is shared by  
brand advocates gets 8x  
more engagement than  
content shared by brands**



## Wine Road Insider

- Goal – 500 “Insiders”
- Online application to launch mid-January
  - Ongoing benefits
  - Limited Time Perks
  - Beyond the Wine Road



We are developing this program to create a revenue stream so we can move our marketing initiatives forward.

## Our 2022 Focus

- ① Execute Exceptional Events
- ② Grow our Wine Road Ambassador program
- ③ Increase Our Exposure Via Flipboard. A news app with very focused audiences to target.
- ④ Develop Wine Road Insider, developing Perks & Privileges for our Insiders
- ⑤ Build Our Corp Gifting / VIP Program

#WineRoadLife #SipSonoma

## That's A Wrap

- We are excited to see what 2022 has to offer!
- We are making plans and working hard to move things forward for the benefit of our members.
- Our Board would love to hear from you when you have ideas that you think would be a benefit or when you have issues you think we need to address. Reach out.

#WineRoadLife #SipSonoma



## Sandra Hess

### ***“DTC Winery Staff Training & Development Tools”***

- Founder - DTC Wine Workshops, Past President-Women for WineSense Napa Sonoma & Exec Director-Calaveras Winegrape Alliance

#directwine, #wineconsumer, #wineindustry,  
#wineshipping, #winerymarketing