



## WINEGROWERS OF DRY CREEK VALLEY®

### **TREASURERS REPORT:** Mark

Bank Balance Last month & as of March 11

|               |                            |
|---------------|----------------------------|
| Checking:     | \$108,005.42/ \$97,456.46  |
| Money Market: | \$257,150.64/ \$257,268.18 |
| SBA Loan:     | \$151,376.45/ \$151,460.66 |
|               | -----                      |
| TOTAL         | \$516,532.51/ \$524,185.30 |

### **MEMBERSHIP:**

- ~ 13K unpaid and reminders have been sent.
- Grower and winemaker meet up/ marketing date TBD
- Up to 10 affiliates members- reached Q1 goal (several more in the works)

### **PASSPORT 2024:**

- Current net sales are \$248,238.62
  - Friday 336 of 500 tickets
  - Saturday/Sunday 937 of 2000 tickets
- Still tracking 100K behind last year at this time (reminder that winery reimbursement will be \$110,500). 50% to goal

### **MARKETING:**

- Rivian final details this Thursday

- Ads are currently running on Facebook and Instagram
  - Continued partnership with influencers and special codes
  - This week will be asking each participating winery to send a Passport only email to entire mailing list as a promotion... some wineries have barely any starting guests
  - Targeting all attendees from last 2 years that have not purchased tickets yet
  - Will be featured on [Wine Month website page](#) Target major outlets (AAA/VIA which has 1.6 million subscribers, Vino Volo, Sunset, Sonoma County Airport, Sonoma County Tourism, SMART Train)
  - Highway 101 Banner going up this week 3/14
  - Passport giveaway matchbook wildflowers to be in gift bags at Chamber Women in Business event on 3.19 with sponsorship logo on all material (170 gift bags at Coyote).
  - 13k event views via Ticket Tailor **UP 3K from last month**– link shared through email blasts, members, and social media.
  - Region to be a new in-kind sponsor with possible glassware sponsorship too (5k)
- Newsletters for Passport 3/2, /3/26 and 4/9

#### **UPCOMING EVENTS:**

- March 20- Google- female winemakers (Selby, CAST, Mauritson)
- April 14- Trash Pick up (board and/or staff participation)
- June 29- Outstanding in the Field X WDCV X Dry Creek Peach (blind tasting)
  - Officially announced.

