

The Headwaters Fund of Humboldt County of Humboldt Summary of Final Report

Today's Date: 01-09-09

Organization Name: North Coast Small Business Resource Center

Project Title: Humboldt Wine Project

Project Start Date: 01/03/07

Project End Date: 12/31/08

1. What were the project goals and were they achieved? Why or why not?

Project goals were to support the emerging Humboldt wine industry by helping the 24+ local wineries to organize into a trade association, and to assist them with joint branding and marketing. These goals were met with specific outcomes as follows:

- Formation of the Humboldt Wine Association as an official non-profit trade association. Initial membership includes 20 bonded wineries and 5 wine shops.
- Development of a two-fold marketing strategy – one, to promote Humboldt wines to people visiting or living here (taste and take it home local wines); and two, to encourage wine enthusiasts to buy Humboldt wines direct via an Association web site.
- Press Releases were issued and articles written to help raise awareness
 - See Times Standard “Vintners Toast the Local Grape” dated 9/17/07, and
 - The Eureka Reporter’s “Uncorked” multiple page insert dated 5/21/08
- Collateral marketing supports were created
 - A full color 4” X 9” rack card listing all local wineries with a map and visiting information included – for use at key tourist information points
 - A web site was designed and mounted to promote local wines – see www.humwines.com
 - Full-page winery listing with map was developed and placed in 101 Humboldt Things To Do and the Palette – two key publications targeting local tourists
- Tag line and key messages adopted to support the marketing efforts
 - “Humboldt wines are worth the trip”
 - “Humboldt wines are easy to drink but hard to forget”
 - “Take the taste of Humboldt with you – Humboldt wines”

2. Answer the following:

- a. Who was impacted by your project and how many?

Those chiefly impacted by this project were the local wineries, vineyards and wine shops, totaling 30+ businesses and over 60 individuals. Secondly, as the Association and its marketing efforts continue, this project has the potential to benefit tourism throughout the County. A viable wine industry is proven to bring \$3.00 to a region for every \$1.00 in wine sales – thus a worthy industry to develop in support of the local economy.

- b. The numbers of materials and other items that were distributed, if applicable

10,000 marketing rack cards were printed and distributed and a web site was developed to promote Humboldt wines; also via 101 Humboldt Things To Do and the Palette publications over 125,000 full-page winery map and listings have been distributed regionally.

- c. The number of events/activities that took place, where they happened, the number of people attending, etc.

Humboldt Wine Association held its first group tasting event on September 6th, 2008 at the Vance Hotel in conjunction with the Wild Rivers 101 Film Festival. This event drew 90+ attendees.

3. What are the lasting benefits of the project (provide quantitative and qualitative benefits)?

Lasting benefits of the project are:

- The formation of a trade Association to continue to develop, improve and promote Humboldt wines and our regional wine industry
- Two new wine tasting rooms were opened during the project and two more will be coming on board this summer – all will increase the visibility and sales of local wine
- Ongoing, increased marketing and advertising of the local wine industry via rack cards, advertising in key tourist publications, and a new web site

4. What challenges did you encounter during the project?

The key challenge of the project was coordination across the very busy winemakers/businesses involved and designing an Association model that would meet all of their perspectives.

5. How will you continue the work started by this project?

One of the chief successes of this project is that the newly formed Humboldt Wine Association can be entirely self-sufficient in continuing the work initiated by this project.

6. What, if any, are your comments about working with the Headwaters Fund and its staff?

As always the staff was very informative and supportive. The fund itself is a wonderful resource for our community and its Board does a fine job as stewards of these public funds.

7. How would you rate the Headwaters Fund as a funder?

Excellent - Given that the Fund's granting program is mostly a reactive one, I believe the selection process is fair and well administered. I know also that the Headwaters Fund staff and Board actively promote and encourage multiple applications in a sincere effort to secure the most efficacious economic development grant proposals possible.

8. Do you have any other comments?

Yes, to thank the Headwaters Fund for the opportunity to help a nascent local industry – wine – to get a strong foothold for further development. A vibrant wine industry can be a catalyst to tourism and provide an additional reason to visit and stay longer in our area. This small grant was money well spent seeding the Humboldt wine industry.

Please attach any press releases, media stories, or other materials that have been published regarding the project/program funded by the Headwaters grant.

- See those submitted with the last quarterly report.

I, the undersigned, certify that the information reported in this document is complete and accurate to the best of my knowledge.

Name (print): Connie Lorenzo

Title: Program Director

Signature: _____