**Red Mountain AVA Alliance**

**Organization Information**

**& Partner Benefits**

**2023**

**Vision**

To have the Red Mountain AVA be recognized as one of the great wine growing regions of the world.

**Mission**

To increase the demand for Red Mountain AVA fruit and wines by cultivating awareness and enhancing the reputation of the region with trade, media, and consumers.

**Methods & Objectives**

* Build value for members
* Outreach to media & trade
* Expand social media and online presence
* Curate digital resources for members
* Enhance visitor experiences and opportunities
* Grow relationships with other trade organizations, collaborate when appropriate
* Communicate clearly and consistently with members

**2023 Committees & Goals**

The **Hype Committee** will:

* Resource & guide hired PR firm, Play Nice Public Relations to:
  + reach regional and national wine & lifestyle publications
  + cultivate media opportunities in influential wine & lifestyle publications
  + provide opportunities for trade and media to connect with Alliance members and to learn about the Red Mountain AVA and its wines
* Target specific wine writers to visit Red Mountain with custom itineraries and to write about Red Mountain
* Continue development of digital strategies, storylines and messaging on Instagram, Facebook and redmountainava.com with the goal of:
  + expanding mailing database (GOAL: 2,200 by Dec. 31, 2023)
  + expanding Instagram following (GOAL: 3,375 total followers by Dec. 31, 2023)
* Create annual campaign calendar for Facebook & Instagram and encourage members to participate
  + create duty schedule for Hype Committee to post
  + create dropbox for members to share pictures
  + post articles to Facebook & Instagram
  + encourage members to like, save, share & comment on every @redmtnava post
  + host social media bootcamp for members
* Lead marketing efforts for Alliance hosted events and promotion of other Alliance projects including map, fact sheet, Five Pillars document, etc.
* Create quarterly consumer-facing e-newsletter
* Refresh AVA Press Kit, including AVA Fact Sheet

*Committee Chair: Will Hoppes, will@fidelitaswines.com*

The **Events & Infrastructure Committee** will:

* Plan & execute two to three Taste Red Mountain events in 2023:
  + (consumer event) Red Mountain
  + (consumer/trade event) Woodinville
* Explore event opportunities in Spokane and other locations
* Plan & execute educational member event with Kevin Pogue
* Explore further into visitor experience projects such as vineyard row signage, sidewalks and vineyard trails (efforts by the City of West Richland through the SR 224/ Red Mountain Transportation Improvement Project, Badger Mountain Trails proposed Red Mountain Vineyard Trail, and Benton City’s pedestrian bridge)
* Partner with neighboring government organizations such as the West Richland Planning Commission and the Benton City Revitalization Organization on projects relating to the Red Mountain AVA, when necessary

*Committee Co-chairs: Karla Riccobuono, karla@hedgesfamilyestate.com & Maggie Hedges, maggie@domainemagdalena.com*

The **Partner Relations Committee** will:

* Retain existing members & sponsors
* Solicit new members & sponsors, increasing small winery memberships
* Engage existing members & sponsors
* Survey stakeholders annually for feedback and present results at April Board Meeting (prior to May/June Board Retreat)
* Regularly review member/sponsor benefits & dues and provide initial recommendations at April Board Meeting (prior to May/June Board Retreat)
* Plan & execute sponsor giveback program
* Plan & execute quarterly member socials
* Develop and grow relationships with other trade organizations including the Washington Wine Commission, Washington Wine Institute, Winegrape Growers of America, Tri-Cities Wine Tourism Council, etc.
* Create and send *The Dirt on Red Mountain* on the third Thursday of each month
* Source and refresh digital resources available at redmountainava.com/member-resources including:
  + AVA Map (printed & distributed to members at Taste Washington
  + RMAVAA Image Gallery
  + Five Pillars of Red Mountain document
* Communicate digital resources available to members & educate members on how to use them

*Committee Chair: Jen Porter, jennifer.porter@colsolare.com*

The **Executive Committee** will:

* Oversee Alliance business affairs/operations in a fair and efficient manner
* Work collaboratively with board members and staff to ensure organizational goals are mission-centered, communicating updates to members and sponsors, ensuring annual updates are made to the RMAVAA Organizational Information & Partner Benefits Packet
* Guide and direct staff
* Act as liaison between paid staff and board/membership
* Ensure board members adhere to board roles and responsibilities
* Plan & execute RMAVAA monthly board meetings, Annual Meeting and annual Board Retreat
* Ensure annual board elections take place at the Annual Meeting

*Committee Chair: Maggie Hedges, President, maggie@domainemagdalena.com*

*This committee is made up of the President (Maggie Hedges), the Vice President (Will Hoppes), the Treasurer (Kristin Adams) and the Secretary (Karla Riccobuono).*

**2023 Calendar of Events**

**Second Thursday of Each Month (excluding Sept & Oct) –** Board of Directors Meeting

at 9:00am at Hedges Family Estate or virtually on Zoom

**Third Thursday of Every Month** – The Dirt on Red Mountain e-newsletter published

**February, May, August, November** – A Note from Red Mountain published

**January**

19: Member Social

**February– October**

Play Nice Public Relations on retainer

**February**

16: Social Media and 2023 PR Plan Member Meeting (Zoom)

16: Ticket Sales Open for Taste RM Woodinville

24: Membership payment deadline to be included in AVA maps

**March**

1: (tentative) Ticket Sales Open for Taste RM

8: Final day to submit interest in running for board positions

11-12: RMAVAA hosts table at Taste Washington (AVA maps printed & delivered to members in attendance)

16: Stakeholder Feedback Survey included in *The Dirt*

20: Board of Directors Ballots sent to members

**April**

7: Stakeholder Feedback Survey Due

7: Final day to submit board ballots

13: Annual Meeting (Board election results announced)

22: Taste RM Woodinville

22: Member Social (westside)

25: Kevin Pogue Geology Presentation

**May**

4: Board Retreat

**June**

8: Member Social

9-11: Taste Red Mountain weekend

* Collaborative dinners
* Grand Tasting
* Yoga
* Guided Vineyard Hike

**July**

**August**

Member/Sponsor renewals begin

24: Member Social

**September**

*(Board of Directors break for harvest; no monthly board meeting hosted)*

**October**

*(Board of Directors break for harvest; no monthly board meeting hosted)*

**November**

9: Draft Budget presented at monthly Board Meeting

**December**

7: Member Social (westside & RM)

14: 2024 Final Draft Budget presented at monthly Board Meeting

**2022-2023 Board Members**

Maggie Hedges, Domaine Magdalena, *President*

Will Hoppes, Fidélitas, *Vice President*

Karla Riccobuono, Hedges Family Estate, *Secretary*

Kristin Adams, Upchurch Vineyard, *Treasurer*

Jason Gorski, DeLille Cellars

Richard Holmes, Ciel du Cheval/ Côtes de Ciel

Cameron James, Tinte Cellars

Teresa Owen, Red Mountain Trails Winery

Jen Porter, Col Solare

**Staff**

Executive Director – Alicia Brown

[alicia@redmountainava.com](mailto:alicia@redmountainava.com)

**Memberships & Sponsorships**

Red Mountain AVA Alliance projects listed in this document would not be possible without the support of our annual members and sponsor. Please consider joining us in our efforts through an annual membership and/or sponsorship with the Red Mountain AVA Alliance.

For information on membership/sponsorship dues, please see the subsequent pages. Contact Alicia Brown, Executive Director at [alicia@redmountainava.com](mailto:alicia@redmountainava.com) or by phone at 509-521-8863 for more information and to sign up.

**2023 Winery/Vineyard Membership Dues Calculator**

*There are three Red Mountain AVA Alliance membership types:*

* **Grower-Only:** Farming grapes, selling fruit, *not producing finished wine*.
* **Winery:** Producing Red Mountain AVA designated wine *whether from fruit you farm in the AVA or purchased from another Red Mountain AVA vineyard*, no Red Mountain tasting room.
* **Estate Winery & Tasting Room:** Producing Red Mountain designated wine AND operating a tasting room within the AVA.

*Please complete one section below for your appropriate membership type.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **GROWER-ONLY**  *Enter total number of Red Mountain AVA vineyard acres farmed on the appropriate line.* | | | | | | |
|  |  |  |  |  |  | |
| Base Membership Fee |  |  |  |  | $300 |  |
|  |  |  |  |  |  |  |
| Up to 10 acres |  | X | $80 |  |  |  |
|  |  |  |  |  | **+** |  |
| Between 10 and 150 acres |  | X | $40 |  |  |
|  |  |  |  |  |  |  |
| Over 150 acres |  | X | $20 |  |  |
|  |  |  |  |  |  |  |
|  |  |  | TOTAL | **=** |  |  |
|  |  |  |  |  | $3000 maximum |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **WINERY**  *Calculate average annual case production using your three most recently bottled vintages, enter on the appropriate line.*  *Use Red Mountain AVA designated wines only.* | | | | | | |
|  |  |  |  |  |  | |
| Base Membership Fee |  |  |  |  | $400 |  |
|  |  |  |  |  |  |  |
| Up to 1,000 cases |  | X | $0.60 |  |  |  |
|  |  |  |  |  | **+** |  |
| Between 1,001 and 7,000 cases |  | X | $0.45 |  |  |
|  |  |  |  |  |  |  |
| Over 7,000 cases |  | X | $0.35 |  |  |
|  |  |  |  |  |  |  |
|  |  |  | TOTAL | **=** |  |  |
|  |  |  |  |  | $4000 maximum |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ESTATE WINERY & TASTING ROOM**  *If you operate a tasting room in the Red Mountain AVA, complete this section.*  *Calculate average annual case production using your three most recently bottled vintages, enter on the appropriate line.*  *Use Red Mountain AVA designated wines only.* | | | | | | |
|  |  |  |  |  |  | |
| Base Membership Fee |  |  |  |  | $600 |  |
|  |  |  |  |  |  |  |
| Up to 1,000 cases |  | X | $0.60 |  |  |  |
|  |  |  |  |  | **+** |  |
| Between 1,001 and 7,000 cases |  | X | $0.45 |  |  |
|  |  |  |  |  |  |  |
| Over 7,000 cases |  | X | $0.35 |  |  |
|  |  |  |  |  |  |  |
|  |  |  | TOTAL | **=** |  |  |
|  |  |  |  |  | $4000 maximum |  |

**2023 Sponsorship Opportunities & Benefits**

**Friends of Red Mountain:** $300

Friends of Red Mountain sponsors receive the following benefits:

* Listing on redmountainava.com with hyperlink to sponsor website
* Invitation to attend monthly RMAVAA Board Meetings & Annual Meeting in Spring
* Invitation to join in committee efforts
* Subscription to RMAVAA monthly industry e-newsletter, *The Dirt on Red Mountain,* and Red Mountain AVA’s quarterly consumer-facing e-newsletter, *A Note from Red Mountain*
* Winery/vineyard general contact information
* First right of refusal for event specific & other sponsorships

**Sustaining Sponsor:** $1,000

Sustaining sponsors receive all Friends of Red Mountain sponsor benefits plus:

* Listing on redmountainava.com with hyperlink to sponsor website with logo
* Listing on marketing materials for Alliance hosted events
* Complimentary invitation to select Alliance hosted events

**Leadership Sponsor:** $3,000

Leadership sponsors receive all Sustaining sponsor benefits plus:

* Recognition on monthly industry e-newsletter, *The Dirt on Red Mountain,* and Red Mountain AVA’s quarterly consumer-facing e-newsletter, *A Note from Red Mountain*
* Invitation to be a guest speaker at one RMAVAA Board Meeting annually
* Two tickets to attend a Taste Red Mountain Grand Tasting (Woodinville OR Red Mountain)

**Premier Sponsor:** $10,000

Premier sponsors receive all Leadership sponsor benefits plus:

* Listing on redmountainava.com with logo, description of services and link to direct contact
* Sponsor-generated industry-related content included in RMAVAA monthly industry e-newsletter, *The Dirt on Red Mountain,* and/or sponsor-generated content included in Red Mountain AVA’s quarterly consumer-facing e-newsletter, *A Note from Red Mountain*
* Winery/vineyard list with direct contact information
* Two cases of mixed wine from Red Mountain AVA members