

To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
[1001 Research Park Blvd.](#)
[Charlottesville, VA 22911](#)

Dear Mr. Dunstan,

Thank you for the opportunity to demonstrate my support for Nelson County's application to GO Virginia Region 9 for a wine cluster scale up implementation grant.

I find the focus of this project to be timely and feel that it stands to provide needed support to the Virginia wine industry. Establishing a professional level certification on Virginia wines will surely bolster growth of the industry in the traded sector, as will the creation of a Virginia wine coalition.

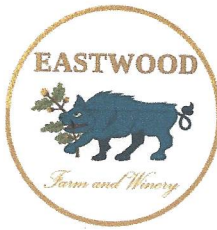
Matt Brown has taught numerous classes for the Capital Wine School. He fully understands the value of wine education, and how it would benefit the Virginia wine industry.

If you have any questions, please feel free to contact me.

Sincerely,



Jay Youmans MW
Owner & Director
Capital Wine School
5207 Wisconsin Avenue NW
Suite # 7
Washington, DC 20015
301-467-7927



To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
[1001 Research Park Blvd.](#)
[Charlottesville, VA 22911](#)

Dear Mr. Dunstan,

I appreciate the opportunity to express my support for Nelson County's application to GO Virginia Region 9 regarding the wine cluster scale-up implementation grant.

Virginia farm wineries serve an important role in Virginia communities. In addition to creating jobs, we are interconnected with and support a wide range of Virginia businesses, from small producers and farmers to musicians, hotels and restaurants among others.

Targeted strategies that increase out-of-region sales are critical to the sustainability of the industry. The reason is two-fold. First, Virginia farm wineries need more visitors in their tasting rooms. Second, they need new outlets for wholesale and online DTC sales. Moreover, by increasing wholesale and online DTC sales, we are not only driving more revenue back to the community from those sales, but also sparking the synergistic increase in tourism as those out-of-region sales drive further awareness of the region as a premier wine tourism destination.

This project's objectives, including the development of a professional certification program for Virginia wines and strategic outreach to target markets aim to increase awareness of our products and our region. I believe these initiatives will benefit our winery and current winemaker incubator program by driving sales in the traded sector and bringing more visitors into the region.

Should you have any questions, please do not hesitate to reach out.

Sincerely,

Athena Eastwood
Managing Member and CEO
Eastwood Farm and Winery, LLC

Eastwood Farm and Winery, LLC
2531 Scottsville Road
Charlottesville, Virginia 22902

To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd,
Charlottesville, VA 22911

Dear Mr. Dunstan,

Thank you for the opportunity to support Nelson County's application to GO Virginia Region 9 for the wine cluster scale-up grant.

As winemaker at Hark Vineyards, as well as President of the Virginia Vineyards Association, I'm particularly enthusiastic about establishing a Virginia wine coalition and supporting the creation of a professional certification for Virginia wines.

I strongly feel these efforts will accelerate our growth in the trade sector, and build revenue sources for our local wineries and vineyards, while creating a broader recognition of Virginia Wine on a larger, national scale.

If you have any questions, please feel free to contact me.

Best,



AJ Greely
Winemaker
Hark Vineyards
aj@harkvineyards.com



To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd,
Charlottesville, VA 22911

Monday, September 23, 2024

Dear Mr. Dunstan,

Thank you for the opportunity to demonstrate my support for Nelson County's application to GO Virginia Region 9 for a wine cluster scale up implementation grant.

I am excited about the scope of the project, in particular the formation of a professional level certification on Virginia wines as well as the possibility of utilizing consumer focus groups in our target markets. It is my hope that these efforts will support our expansion into the traded sector.

Furthermore, this initiative aligns well with the goals of both the Virginia Wine Board and the Virginia Wine Marketing Office, both of which are working to foster the development of the Virginia wine industry across the Commonwealth, the country and around the globe.

If you have any questions, please do not hesitate to reach out at any time.

Sincerely,

James King
Co-owner, King Family Vineyards
Member, Virginia Wine Board
james@kingfamilyvineyards.com
(540) 383-1043 Cellular

OAKENCROFT

FARM & WINERY

To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd,
Charlottesville, VA 22911

Dear Mr. Dunstan,

Thank you for allowing me to express my support for Nelson County's application for the GO Virginia Region 9 wine cluster scale-up grant.

I think this project stands to provide many valuable services to our industry. The idea of establishing a professional certification for Virginia wines is of particular interest to me. I am also eager to support the establishment of a sustainability initiative that will both help our industry farm more mindfully as well as make our wines more competitive in the traded sector.

Sustainably produced wine is the wave of the future. Let's be at the forefront – as our great Commonwealth usually is!

Feel free to contact me with any questions.

With gratitude,



Marisa Vrooman
Mission & Culture Champion / General Manager

To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd,
Charlottesville, VA 22911

Dear Mr. Dunstan,

I am grateful for the chance to express my support for Nelson County's application to GO Virginia Region 9 for the wine cluster scale-up grant.

I am a Virginia Governor's Cup judge, former board member of the Virginia Winery Distribution Company, and I have over 30 years of experience in the wine industry.

I support the project's aim to create a professional certification for Virginia wines, along with leveraging a region wide wine coalition. I strongly believe these efforts will provide much needed support for the industry and increase traction in the traded sector.

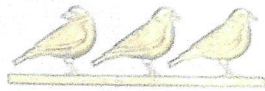
Please feel free to reach out with any questions.

Kind regards,

Doug Zerbst 

VP of Sales, Republic National (Ret.)

zerbstdoug@gmail.com



To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd.,
Charlottesville, VA 22911

Dear Mr. Dunstan,

Thank you for the opportunity to express my support for Nelson County's application for the GO Virginia Region 9 wine cluster scale-up grant.

I believe that this project is especially important given the current challenges faced by the wine trade in our region. In particular, the formation of a professional certification for Virginia wines and many of the other activities intended by this project will support the industry's growth in the traded sector.

Feel free to reach out if you have any questions.

Sincerely,

Joshua Grainer MW

RV^d

RV^d VINEYARDS

2850 CEDARLAND GRADE ROAD DELAPLANE, VIRGINIA 20144
TEL 540-364-0221 FAX 540-364-0223 WWW.RVDVINEYARDS.COM

To: Ethan Dunstan
Chair, GO Virginia Region 9 Council
[1001 Research Park Blvd.](#)
[Charlottesville, VA 22911](#)

Dear Mr. Dunstan,

I appreciate the chance to express my support for Nelson County's application to the GO Virginia Region 9 for the wine cluster scale-up implementation grant.

I'm especially enthusiastic about the professional certification for Virginia wines and the prospect of forming a Virginia wine coalition to oversee the implementation of the projects many recommendations. Having worked with an array of high value wine regions and having seen the positive impact of regional training programs implemented by entities such as Napa Valley Vintners, the WA Wine Commission, and Paso Robles, I believe that thoughtful regional training will be key to building greater affinity and stronger sales for Virginia wines in the wholesale channel.

Feel free to contact me with any questions.

Kind regards,

Aileen Sevier

Marketing Director, Upper Left | Winebow
4800 Cox Rd, Suite 300 | Glen Allen VA 23060
[312.810.6662](tel:312.810.6662) | Aileen.Sevier@winebow.com





September 25, 2024

Ethan Dunstan
Chair, GO Virginia Region 9
c/o Central Virginia Partnership
1001 Research Park Blvd, Ste 301
Charlottesville, VA 22911

Mr. Dunstan:

Having worked on the successful GO Virginia grant, Crafting the New Normal, it gives me pleasure to support the *"Cluster" Scale Up for Wine Industry* implementation grant proposal. I've been very impressed with the work coming out of the planning phase of this grant, and think the implementation will make significant improvements in the Wine Industry in GO Virginia Region 9.

As an alcohol compliance attorney, I understand the issues of this industry firsthand. This report comes at a critical time in the industry, as we face marketing and market share challenges that force a reformulation of how wineries conduct business and generate sales while remaining compliant. I will serve as a private sector representative and will offer my expertise at feedback sessions, and as needed to an advisory council. As I did with the Crafting the New Normal grant and the Planning phase of this grant, I will donate fifty percent (50%) of my hourly rate towards the in-kind match. I estimate that amount to be \$8250.

I look forward to determining how to implement the conclusions and suggestions from the planning phase of this grant. The energy this project is generating in Region 9 and beyond is exciting, and the industry is ready to implement and grow.

Two of the biggest factors in being able to effectively face the challenges of this changing industry are education, and collaboration within the industry to increase visibility and impact with the customer bases. Again, we appreciate GO Virginia seeing the need, and, as always, working diligently to fill it.

Sincerely,

Mary Beth Williams, Esq.
President, Williams Compliance and Consulting Group, PLLC
Email: marybeth@williamscompliance.com



9/25/2024

RE: LETTER OF SUPPORT FOR GO VIRGINIA "WINE CLUSTER UP IMPLEMENTATION GRANT" APPLICATION

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Charlottesville, VA 22911

Dear Mr. Dunstan:

Thank you for the opportunity to express our enthusiastic support to endorse Nelson County's application for the **GO Virginia Wine Cluster Up Implementation Grant** for GO Virginia Region 9. Albemarle County was proud to be a strong partner in the recently awarded **GO Virginia Wine Cluster Up Planning Grant** and look forward to reviewing the findings and recommendations in the final report to use the momentum to move into the implementation phase of the project.

Albemarle County currently has over 50 wineries and 1,043 acres under vine, with an estimated annual economic impact of more than \$100M. Vineyards and wineries are a critical part of the Agribusiness target sector in our County's economic development strategic plan, Project ENABLE.

As Director of Economic Development, I have witnessed firsthand the significant impact that the wine industry has on our local and regional economy and greater community and hope to build on this success by fostering collaboration, innovation, and sustainable growth within the wine sector.

Albemarle County is tremendously appreciative of the continued partnership with GO Virginia to advance the economic development goals of our community and region.

Sincerely,
Signed by:

A handwritten signature in black ink, appearing to read "EK", enclosed within a blue rectangular digital signature box.

C48FE6382DC446B...
Emily Kilroy

Director of Economic Development
Albemarle County
434-972-4016
ekilroy@albemarle.org



1001 Research Park Blvd, Suite 301
Charlottesville, VA 22911
434.979.5610

September 23, 2024

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Suite 301
Charlottesville, VA 22911

Dear Ethan:

I am writing to express the Central Virginia Partnership's strong endorsement of Nelson County's application for the GO Virginia Wine Scale Up Cluster Implementation Grant. As a key partner in the GO Virginia Wine Cluster Scale Up Planning Grant and a member of the grant's advisory board, we have witnessed the potential of this initiative to advance the wine industry in this region and ultimately across the state.

The Partnership eagerly supports the planning grant's recommendations and is particularly excited about the opportunity to move into the implementation phase. The report's action plan holds great promise for Central Virginia by offering an advocacy coalition and educational opportunities and certifications that will enable the industry to enhance the reputation of our local wines, as well as expand sales outside of the state.

The Partnership believes that the GO Virginia Wine Cluster Scale Up initiative has the potential to be transformative force in our region, and we are committed to working with Nelson County and partners in support of this implementation. Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Helen".

Helen Cauthen
President

Charlottesville

ALBEMARLE, VIRGINIA

September 20, 2024

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Charlottesville, VA 22911

Dear Mr. Dunstan,

I'm writing in support of Nelson County's application in pursuit of the GO Virginia Wine Cluster Up Implementation Grant. The Charlottesville Albemarle Convention and Visitors Bureau (CACVB) has partnered closely in the region with wineries and economic development to bolster tourism support for wine and work toward a sustainable distribution model. Upon receiving the final report and recommendations, we want to remain partners in the implementation phase of the project to ensure success.

The CACVB won international recognition last year for the Monticello Wine American Viticultural Area when named the Wine Region of the Year for Wine Enthusiast. Building on this recognition on the world stage, we want to ensure consumers know about and can have access to our wine from all over the globe.

Thank you for the support. Please do not hesitate to reach out if I can be of further assistance. We look forward to continuing this crucial work.

Sincerely,



Courtney Cacatian, Executive Director
Charlottesville Albemarle Convention & Visitors Bureau



September 24, 2024

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Charlottesville, VA 22911

Dear Chairman Dunstan,

Culpeper Tourism and Town Economic Development continues to support Nelson County's leadership for our regions wineries. We served on the advisory council for the GO Virginia Wine Cluster Up Planning Grant, and look forward to the opportunity to serve during the implementation grant if so awarded.

Culpeper Tourism looks forward to reviewing the final report and recommendations, for now, we are most interested in the Virginia Wine Certification Program, the Consultation with Business Services, the Gold Medal Wine Shipping program and the Consumer Focus Group implementation strategies.

Please accept this letter of support for GO Virginia Implementation funding.

If you have questions, please feel free to contact me.

Sincerely,

Paige Read

Paige Read
Culpeper Tourism and Town Economic Development Director
540-272-4167
pread@culpeperva.gov



September 20, 2024

Mr. Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Boulevard
Charlottesville, VA 22911

Dear Mr. Dunstan:

Fauquier County wholeheartedly supports the application for the GO Virginia Wine Cluster Up Implementation Grant. With our 24 wineries, Fauquier County was a strong partner in support of the GO Virginia Wine Cluster Up Planning Grant. We look forward to the final report and recommendations of this valuable study, as well as moving into the implementation phase of the project.

Fauquier County is especially interested in the workforce development and consultation of business services components of the report recommendations, as these are of specific interest to our wineries here.

This planning grant will deliver valuable resources to our wineries and help them to fine tune their business operations and marketing, thereby enhancing their revenues as well as our tourism volume and tax dollars.

Thank you for your review. If you have questions, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Douglas J. Parsons". The signature is fluid and cursive, with the first name "Douglas" being more prominent.

Douglas J. Parsons, Director
Fauquier County Department of Economic Development



Ethan Dunstan
GO Virginia Region 9 Council Chair
1001 Research Park Boulevard, Suite 301
Charlottesville, Virginia 22911

Dear Chairman Dunstan,

Please accept this letter of support for Nelson County's application for a GO Virginia grant designed to advance the Virginia wine industry. Greene County recognizes the importance of the wine industry in the region. The impact is a ripple effect past the direct impact to indirect economic impacts in a wide range of hospitality businesses. The need for resources to enhance the implementation of the recent "2024 Wine Industry Report" is essential in carrying out the recommendations in the report.

I worked closely with the industry report and value Maureen Kelley and Matthew Brown's skill sets and passion related to the wine industry. In collaboration with GO Virginia, the private sector, the region's localities, and other organizations we will ensure implementation of the Wine Industry Report.

Greene supports the application for a implementation grant from GO Virginia Region 9 and looks forward to being engaged with future efforts to support the wine industry.

Most Sincerely,

Alan E. Yost
Director of Economic Development and Tourism

Greene County Economic Development & Tourism
Greene County Visitor Center
9157 Seminole Trail, Ruckersville, VA 22968
Phone: (434) 985-6663
www.exploregreene.com



COUNTY OF LOUISA
Department of Economic Development

December 30, 2024

Ethan Dunstan
GO Virginia Region 9 Council Chair
1001 Research Park Blvd, Suite 301
Charlottesville, VA 22911

Dear Chairman Dunstan,

Louisa County is please to support Nelson County's ("Maureen") grant application for GO Virginia funding to advance the wine industry in Virginia. Louisa County recognizes the need for additional resources to bolster the regions position to compete for and win targeted economic development projects.

Louisa County fully supports Maureen's application for a wine industry implementation grant from GO Virginia Region 9 to advance the wine industry in Central Virginia and throughout the Commonwealth.

Sincerely,

A handwritten signature in blue ink, appearing to read "Andy Wade", is written over the word "Sincerely,".

Andy Wade
Economic Development Director
1 Woolfolk Avenue, Suite 302
Louisa, VA 23093



COUNTY OF FLUVANNA

"Responsive & Responsible Government"

132 Main Street
P.O. Box 540
Palmyra, VA 22963
(434) 591-1910
Fax (434) 591-1911
www.fluvannacounty.org

BOARD OF SUPERVISORS

Christopher Fairchild
Chair
Cunningham District

John M. "Mike" Sheridan
Vice Chair
Columbia District

David M. "Mike" Goad
Fork Union District

Timothy M. Hodge
Palmyra District

Anthony P. "Tony" O'Brien
Rivanna District

COUNTY ADMINISTRATION

Eric M. Dahl
County Administrator

Caitlin Solis
Clerk to the Board

September 24, 2024

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Charlottesville, VA 22911

Dear Mr. Dunstan:

Thank you for the opportunity to endorse Nelson County's application Support for GO Virginia Wine Cluster Up Implementation Grant. Fluvanna County was a strong partner in the Support for GO Virginia Wine Cluster Up Planning Grant and we are looking forward to the final report and recommendations, as well as moving into the implementation phase of the project.

Fluvanna County is particularly encouraged by the efforts to create a coalition that brings together wineries, vineyards, consumer groups, trade representatives, and educational institutions to drive the wine industry's growth. The focus on collaboration, workforce development, and business education is aligned with our own goals of strengthening local industries and ensuring long-term economic sustainability. The proposed initiatives, including online wine certification programs, export clinics, and sustainability certification efforts, will greatly enhance the region's competitiveness.

The partnerships that have been forged through this initiative, including the Central Virginia Small Business Development Center, Virginia Wine Board, Virginia Tourism Corporation, and others, demonstrate a collaborative approach that we fully endorse. The work being done to support wineries' access to capital, legal guidance, and marketing resources will undoubtedly lead to more robust business models and increased success in out-of-state markets.

Fluvanna County is committed to contributing to the success of this initiative, through both our economic development resources and our continued collaboration with other localities in Region 9. We strongly believe that this project will set the stage for future growth and innovation in Virginia's wine industry and create a model for other regions to follow.

Thank you for your consideration of this important project, and please do not hesitate to contact our office if we can provide additional support for the implementation grant application.

Sincerely,

Eric Dahl
Fluvanna County
Administrator



Madison County Economic Development and Tourism Dept
110 N Main St.
Madison, VA 22727
540-948-7560
tgardner@madisonco.virginia.gov

September 20, 2024

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Charlottesville, VA 22911

Dear Sir:

Thank you for the opportunity to endorse Nelson County's application Support for GO Virginia Wine Cluster Up Implementation Grant. Madison County was a strong partner in the Support for GO Virginia Wine Cluster Up Planning Grant and are looking forward to the final report and recommendations, as well as moving into the implementation phase of the project. I look forward to once again serving on the Advisory Council and working on the solutions for our award-winning wine industry.

Madison is especially interested in the coalition component of the report. We look forward to collaborating with all partners to get Virginia wine into the traded sector. We also look forward to helping with the VA Wine Roadshow component, Consumer Focus Groups for objectivity, resource directory expansion and the Virginia Wine Certification Program.

Thank you for your time. We, wineries and promoters and advocates of the industry truly appreciate it. Please feel free to contact me with any questions.

Respectfully,

Tracey Gardner, Director



TOURISM

MAIL: PO Box 111, Orange, VA 22960 | PHONE: (540) 661-5324

PHYSICAL: 109 West Main Street, Orange, VA 22960

September 23, 2024

Ethan Dunstan
Chair, GO Virginia Region 9 Council
1001 Research Park Blvd, Charlottesville, VA 22911

Dear Sir:

On behalf of Orange County Virginia, thank you for the opportunity to endorse Nelson County's application Support for GO Virginia Wine Cluster Up Implementation Grant. Orange County Virginia was a strong partner in the Support for GO Virginia Wine Cluster Up Planning Grant and are looking forward to the final report and recommendations, as well as moving into the implementation phase of the project.

Thank you for your review. If you have questions, please feel free to contact me.

Sincerely,

A handwritten signature in cursive script that reads "Julie Perry".

Julie Perry
Director of Orange County Economic Development and Tourism



Central Virginia Small Business Development Center

P.O. Box 2976 Charlottesville, VA 22902

Tel: 434-295-8198 • Email: rhaydock@cvsbdc.org • Web: www.cvsbdc.org

VIA E-MAIL

Ethan Dunstan
GO Virginia Region 9 Council Chair
1001 Research Park Boulevard, Suite 301
Charlottesville, Virginia 22911

December 3, 2024

Dear Chairman Dunstan,

We are pleased to support Nelson County's application for a GO Virginia grant in their work to advance the Virginia wine industry, particularly in Region 9 as the home to many wineries in need of specialized assistance.

The Central Virginia Small Business Development Center (CV SBDC) has served entrepreneurs and small businesses within the Central Virginia region since 2002, exceeding 900 businesses served in the region last year, including owners of wineries. CV SBDC does not have a winery specialist on staff. While we can assist with matters such as applications for funding and general business support, wineries need specialized assistance relating to optimization of land use, industry resources, education for improvements in marketing and sales that are specific to the viticulture industry, connection to peers and ideally, certifications to advance the expertise of workers for not only global marketing, but increased wage opportunities.

CV SBDC supports the application for a wine industry implementation grant from GO Virginia. Virginia wine is recognized for quality. What we don't have is organization, education, and specialized support for this important industry to grow into maturity in Virginia. Such support would certainly add to the vibrancy of our communities and our export potential. We encourage GO Virginia to fund Nelson County's implementation project to provide programs and industry experts that will let Nelson County continue the connection, collaboration and support necessary to advance the export potential and wage increases that can be experienced in the Virginia wine industry.

Sincerely,

Rebecca A. Haydock
Director, Central Virginia SBDC

Central Virginia Small Business Development Center is hosted by Community Investment Collaborative and is funded in part by the U.S. Small Business Administration, George Mason University, GO Virginia, and local sponsors.

Charlottesville Office: 300 Preston Avenue, Suite 201 ♦ Culpeper Office: 801 South Main Street



300 Preston Avenue, Suite 206
Charlottesville, VA 22902
venturecentralva.com

December 3, 2024

Ethan Dunstan
GO Virginia Region 9 Council Chair
1001 Research Park Boulevard, Suite 301
Charlottesville, Virginia 22911

Dear Chairman Dunstan,

Venture Central is pleased to support the Nelson County application for a GO Virginia grant designed to advance the Virginia wine industry. Venture Central recognizes the need for resources to accelerate our target sectors to achieve positive economic impact in the areas in which Virginia can compete and win.

Nelson County, Maureen Kelley, and Matthew Brown are not only well qualified to support this grant, but have regional and statewide connections, relationships and the respect of wine professionals and entrepreneur service organizations (ESOs). In collaboration with GO Virginia, other counties, and entities like CV SBDC, we believe they are the best entity to efficiently convene, connect, and support the industry.

Venture Central's role is to support business and ecosystem acceleration in Central Virginia's entrepreneurial ecosystem. We do this by providing infrastructure, guidance, and support to ESOs, including Nelson County. Venture Central supports the application for a wine industry implementation grant from GO Virginia Region 9 and encourages GO Virginia to approve the implementation project.

Sincerely,

Hope Lawrence

Hope Lawrence
Program Manager, Venture Central