

Wine Industry Implementation Grant – GO Virginia Region 9

DRAWDOWN OF FUNDS:

Reimbursement for project activity is expected to occur at least quarterly. Proposed drawdowns would first be leveraged (documented match) with cash match contributions to support earlier remittances. Then in-kind will be used to leverage remaining funds as activities are underway and stakeholders document their participation.

Careful oversight from the advisory board and coalition of the timeline and project milestones will ensure the applicant's ability to meet these milestones.

TIMELINE and MILESTONES

Q2 2025 (April - June)

- Hire a project consultant (Rec. 2)
- Convene advisory board
- establish meeting cadence and action plan to support the coalition
- Identify subcommittees, if needed
- Establish coalition membership and convene coalition (Rec. 1)
- Hold a facilitated meeting to establish vision, scope of work, set objectives and strategies
- Draft coalition charter
- Coalition to review and refine planning grant report, recommendations and action plan and set goals
- Set coalition meeting cadence for grant period
- Develop subcommittees as needed
- Hold a facilitated meeting to establish the coalition brand compass - voice, messaging (internal and external), brand strategy, visual communication, website
- Develop a communication plan for coalition and advisory board including monthly newsletter
- Meet with GO Virginia staff to ensure data tracking model will satisfy expected reporting
- Set up model for tracking committed outcomes for each activity track company name, location (locality), type (winery, vineyard, industry services, etc., which activity is provided or engaged)
- Set up a timeline for tracking these milestones and deliverables
- Create and deploy wine industry survey to establish baseline metrics for committed outcomes
- Define roles and responsibilities related to twice annual speaker series
- Confirm oversight and coordination of the Wine Industry Action Plan recommendations advanced through other funding sources (non-GO Virginia projects); add this to the Coalition and Advisory board agenda as a standing item

- Develop outreach plan to stakeholders including Advisory, Coalition, and other industry owners. i.e. monthly newsletters, emails, zoom meetings, to keep informed and gauge input
- Establish plan for speaker series, ideas for speakers and tentative dates
- Begin development of updated or new resources for the resource directory (Rec 6)

Q3 2025 (July – September)

- Convene advisory board
- Convene coalition
- Update action plan progress and report updates to advisory board and coalition
- Deliver project website
- Add future financial funding (financial sustainability) to the agenda for each coalition meeting and advisory committee as a standing item
- Begin building connections of winery owners to business resources to enhance profitability; add the tracking of this metric as a standing agenda item for the coalition and advisory board meetings (Rec. 5)
- Begin developing Business Consultation Services (Rec. 5)
- Begin supporting workforce development stakeholders to support sector needs (Rec 16)
- Begin connecting industry to internship opportunities (Rec. 17)
- Begin establishing the financial Education Resources program (Rec 21)
- Add support sustainable initiatives updates as a standing agenda item for the coalition and advisory board meetings
- Add support and outreach with agricultural and environmental organizations to keep producers updated on technological advances, sustainability practices and innovative methods for business and farming as a standing agenda item for the coalition and advisory board meetings
- Begin project planning for delivering cost production Report (Rec. 23)
- Create financial sustainability goals and plan for coalition and related activities

Q4 2025- (October – December)

- Convene coalition with updates to plans
- Convene advisory committee with updates to plans
- Introduce financial sustainability as a standing agenda items at Coalition and Advisory Committee Meetings
- Evaluate the need for future funding to continue success

Q1 2026 (January – March)

- Sustainability Planning - Begin coalition plan for convening post-grant period and update action plan

- Begin to market the Business Consultation Service Program (Rec 5)
- Deliver at least one speaker series event by this date (Rec. 14)
- Deliver 2 Financial Education Resource workshops (Rec. 21)
- Continue coalition and advisory meeting cadences and track action plans

Q2 2026 (April – June)

- Continue coalition and advisory meeting cadences and track action plans
- Create and deploy second annual survey to wine industry to track metrics for committed outcomes
- Sustainability Planning - Continue development of the coalition plan for convening post-grant period and update action plan

Q3 2026 (July – September)

- Deliver Cost Production Report (Rec. 23)
- Continue coalition and advisory meeting cadences and track action plans
- Continue development of the coalition plan for convening post-grant period and update action plan

Q4 2026 (October – December)

- Continue coalition and advisory meeting cadences and track action plans
- Deliver financial sustainability plan

Q1 2027 (January – March)

- Continue coalition and advisory meeting cadences and track action plans
- Begin implementation of post grant activities for coalition
- Present to GO Virginia Region 9 Council on final project outcomes, deliverables, sustainability and next steps
- Submit final project report
- Prepare for submitting Region 9 Financial and Performance Closeout Reports within 60 days of project end