

**MICHIGAN**  
Wine Collaborative

# A YEAR IN REVIEW

...& A YEAR TO LOOK FORWARD TO!



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# AGENDA

- 01 MWC IN 2024
- 02 MEMBERSHIP UPDATE
- 03 COMMITTEE REPORTS
- 04 2024 BUDGET UPDATE
- 05 ELECTION OVERVIEW
- 06 OPEN FORUM



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# MWCI IN 2024

- Produced second annual Governor's Cup Wine Competition
- Executed Taste MI Invades the D and Grand Rapids events
- Maintained MI Wine Gear online store and launched Taste MI merch wholesale ordering,
- Awarded Association Marketing Award for Taste Michigan
- Promoted Governor's Cup winners, IE Educational Fund, and Taste MI at Grand Rapids Wine Fest.
- Produced Town Hall series to explore funding opportunities
- Provided trip award for Field Blend attendee
- Continued The DREAM initiative
- Began exploring 4-H Viticulture Clubs to extend to FFA.

## INDUSTRY SUPPORT

Provided support in the form of grant support letters, industry event sponsorships, relaunched PA 232 initiative, launched VineBalance pilot program, and continued WineAmerica participation.

## MARKETING

## COMMUNITY ENGAGEMENT

## PARTNERSHIPS

Cultivated relationships with Hudson Group, Vinroom, Uncork Me! Michigan, Field Blends, Cab Franc A Palooza, Field to Vase, and others.



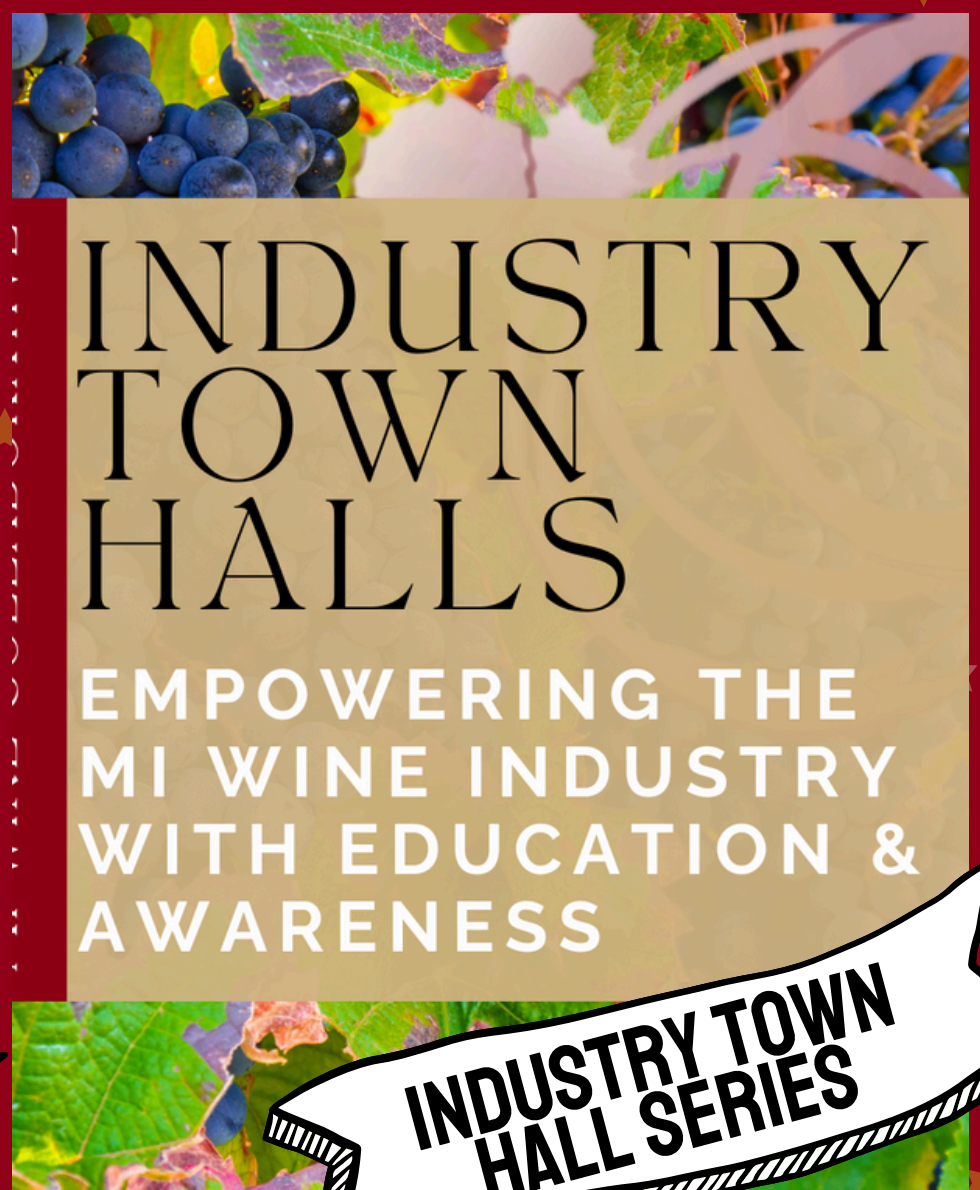
**ink** by Hudson

**MWC WINE BAR AT GR AIRPORT**



**TASTE MI INVADES (THE D & GR)**

**TASTE MICHIGAN** *invades the* **D**



# INDUSTRY TOWN HALLS

EMPOWERING THE MI WINE INDUSTRY WITH EDUCATION & AWARENESS

**INDUSTRY TOWN HALL SERIES**



**PA 232**  
ROADMAP TO SUCCESS



**BEST OF 2024**

Some stand out projects and events from 2024.



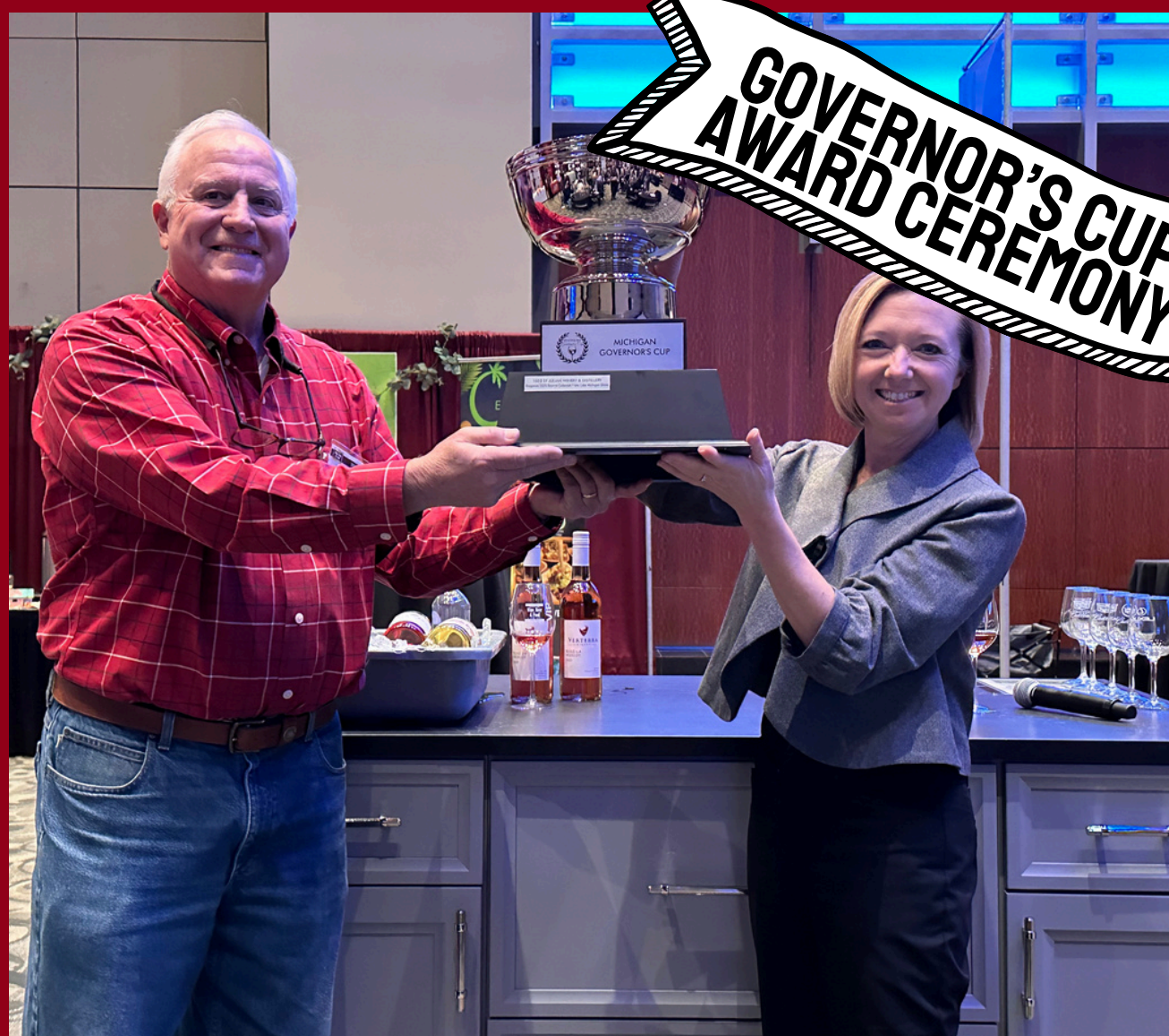
**FIELD TO VASE  
DINNER TOUR**



**MI WELCOME  
CENTER DISPLAY**



**MICAST TRAININGS**



**GOVERNOR'S CUP  
AWARD CEREMONY**

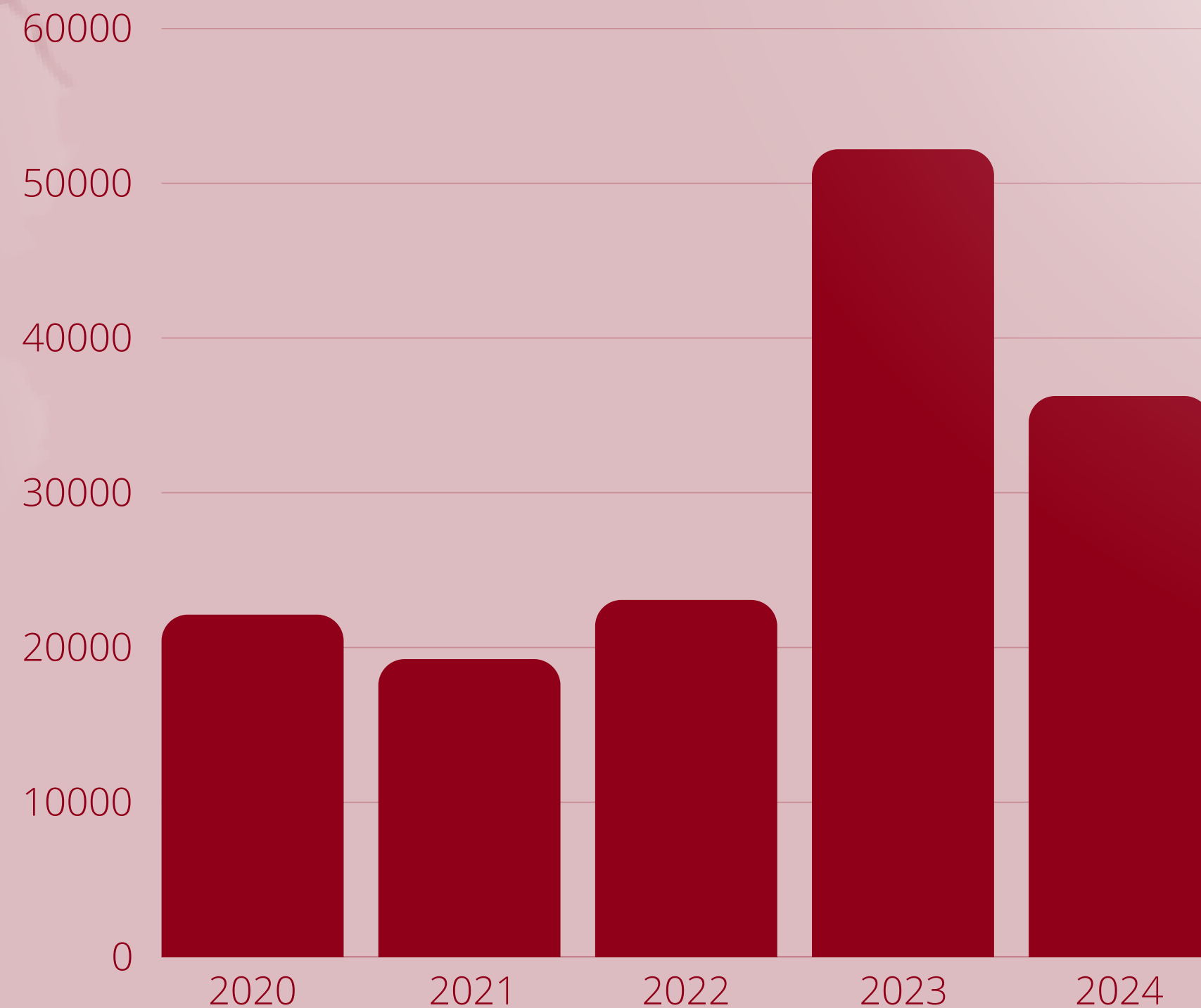
# BEST OF 2024 |

# MEMBERSHIP UPDATE

OVERVIEW OF REVENUE FROM  
MEMBERSHIP DUES.



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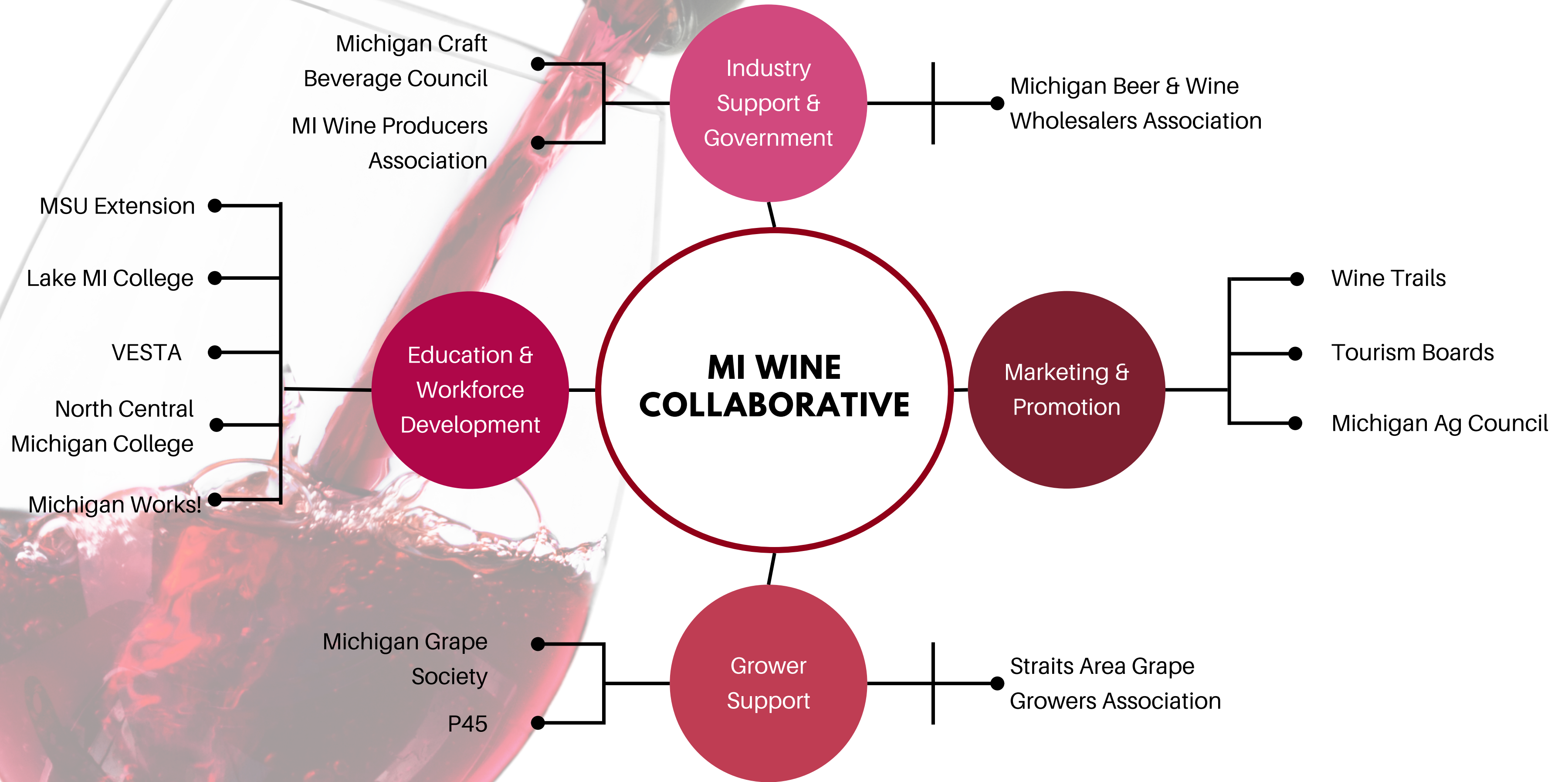
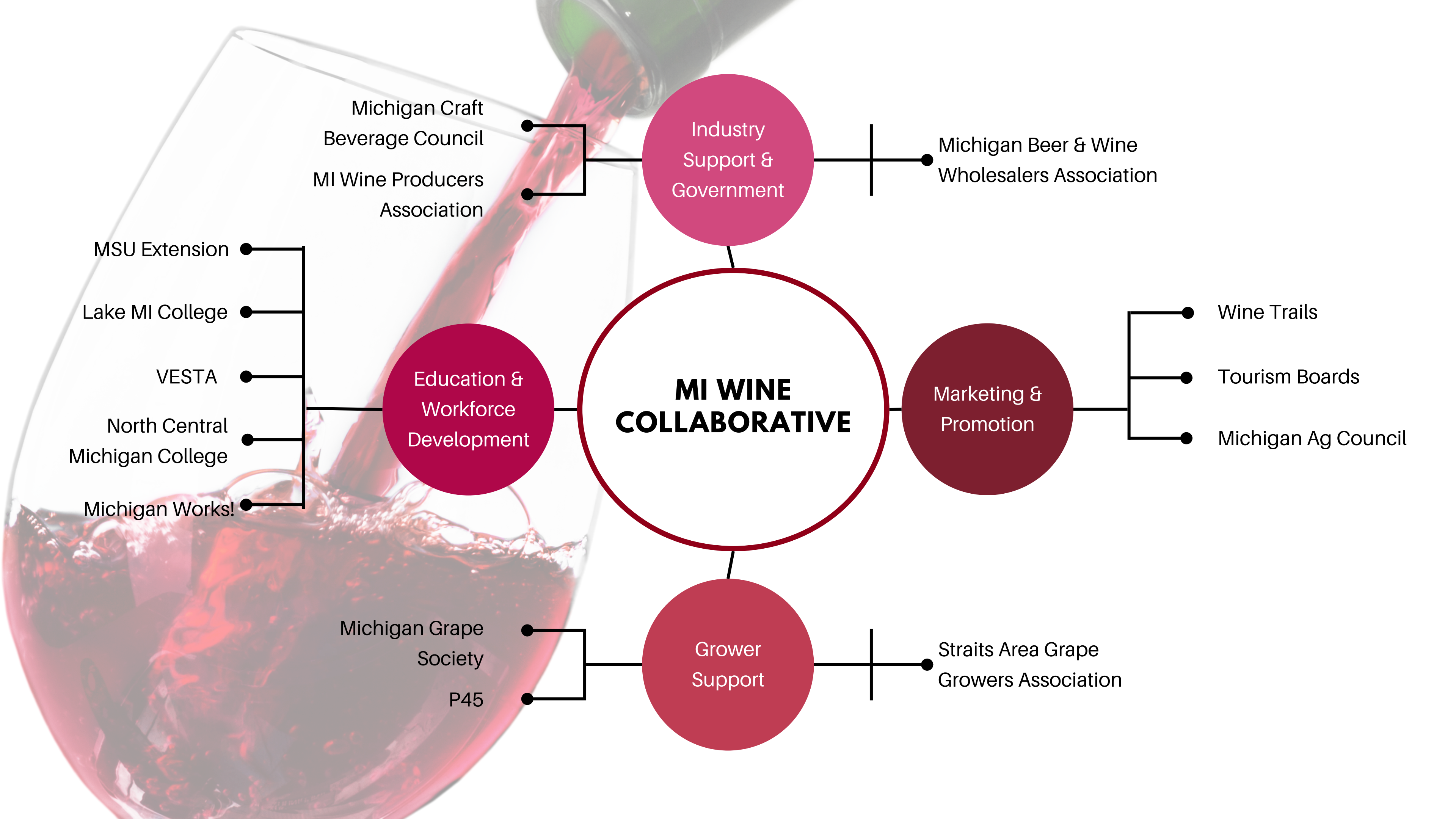


MWC EXPERIENCED  
A LOSS OF  
SPONSORSHIPS IN  
2024

# MEMBERSHIP BREAKDOWN

**TOTAL  
MEMBERS: 179**







# COMMITTEE REPORTS

FINANCE  
INCLUSION & EXPANSION  
GRANTS & FUNDING  
MARKETING



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**SEEKING CHAIRS**  
**MEMBERSHIP**  
**RESEARCH/EDUCATION**



# FINANCE

CHAired BY PETER KING

MWC TREASURER

OWNER, DREW RYAN WINES

# Budget Breakdown

## ADMINISTRATION

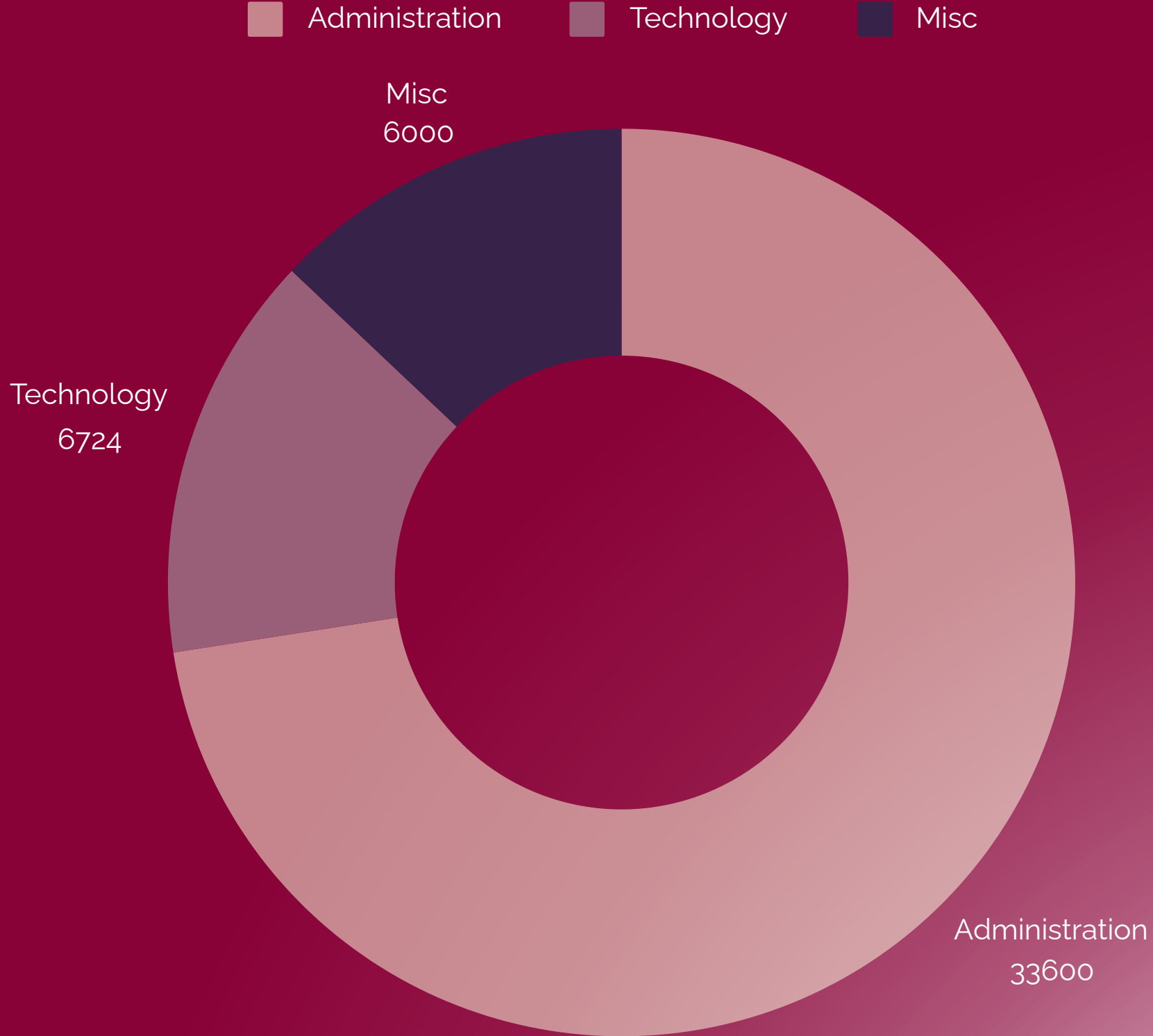
ANNUAL SALARY FOR EXECUTIVE DIRECTOR

## TECHNOLOGY

SOFTWARE (WILD APRICOT, BASECAMP, ZOOM, WEBSITE, QUICKBOOKS, ETC), CELL PHONE

## MISC

VARIABLE EXPENSES (BANK TRANSACTION FEES, WILD APRICOT PROCESSING FEES, ETC), SPONSORSHIPS, EVENTS, COMMITTEE FUNDING, GRANT WRITING AND REPORTING



2024 Revenue: \$52,979

Current Balance:

MONTHLY	ANNUAL
Executive Director: \$2800	Zoom: \$180
Vintage Mi Wild Apricot: \$75	Social Media Software: \$312
MWC Phone Line: \$94	LARA Annual Report: \$20
Mail Chimp: \$88	Insurance: \$2670
Taste MI Website Hosting: \$20	BKD Processing: \$709
Quickbooks: \$60	Affinipay: \$1525
Zoom Add Ons: \$10	QR Code Subscription: \$164
MWC Website Hosting: \$20	MWC Aild Apricot: \$1512
Basecamp: \$18	WineAmerica: \$600
Auth Net: \$25	TOTAL: \$7692
TOTAL: \$3210	

**2024 MWC  
REGULAR \$46,212  
EXPENSES**

**VS**

**THE TOTAL  
ANNUAL BUDGET  
OF \$52,979**



# INCLUSION & EXPANSION

CHAired BY CHUCK JACKSON  
HOUSE OF PURE VIN



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## Field Blends Trip Award

Provided funding to support one trip award to allow a BIPOC attendee to participate in Field Blends: Michigan



## The DREAM 2.0

Solidified Release of the Dream 2.0 Sparkling Riesling from St. Julian and continued collaboration with Lake Michigan College.



## Educational Award Update

IE Educational Fund recipient, Antoniuus Gregory completed 2023 Harvest Internship with Ink Grade in Napa, an Internship in Burgundy for 2024 Harvest, and was accepted to Napa Valley College's Wine Program.

# 2024

# Achievements

# 2025 GOALS

## DREAM 2.0

Release the DREAM 2.0 wines from St. Julian and Lake MI College

## DREAM 3.0

Work with winemakers to formulate strategy for creation and release of the Dream 3.0 (Red Blend Cab Franc/ Blaufränkisch) and 4.0 (Brut Sparkling).

## IE EDUCATIONAL FUND

Format policies and procedures for the IE Educational Fund and fund additional awardees.

## AWARD

Award new batch of IE Educational Fund recipients.

# GRANTS & FUNDING

CHAired BY IZABELA BABINSKA  
OWNER  
FOLKLOR WINE & CIDER



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## 2024 Grant Applications

MDARD Minority Owned Food & Agriculture Business Capacity Building Grant Program  
Funding: \$25,500 Timeline: 5/1/2024 - 5/1/2025  
Project: Inclusion & Expansion Educational Fund and Mentorship Program  
Status: Declined

Craft Beverage Council Education Grant  
Funding: \$4,000 Timeline: 2025  
Project: Inclusion & Expansion Educational Fund and Mentorship Program  
Status: Pending

MDARD Rural Development Fund Grant  
MWC serving as fiduciary for E-Bridge project led by Tom Smith  
Funding: \$47,000 Timeline: 8/1/2025 - 9/1/2026  
Project: 10 online modules for tasting room training and viticulture (8 industry focused and 2 consumer focused)  
Status: Pending

# 2024 Achievements

# 2025 GOALS

## SCBG

Apply for and be award a Specialty Crop Block Grant to aid with marketing projects and events

MDARD Specialty Crop Block Grant  
Funding: \$125,000

Timeline: 8/1/2025 - 9/1/2027

Proposed Project: hosting industry buyers/press trips to visit vineyards/wineries across the state and hosting 1-2 consumer focused event in target markets

Opportunity to submit two applications per organization. Need MWC volunteer to lead second project. Please see notes in Basecamp on scope of funding.

## COLLABORATE

Work with Marketing & Communications Committee to secure funding for marketing and promotional projects.

## EXPAND

Increase engagement and leadership within committee

# MARKETING

CHAired BY BRIAN LILLIE  
MWC PRESIDENT  
VICE PRESIDENT OF HOSPITALITY  
OPERATIONS AND DISTRIBUTION,  
CHATEAU CHANTAL



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## Taste MI Invades the D

Collaborated to host Uncork Me Michigan at Comerica in combination with MWC member winery and restaurant/retail/lodging partnerships around Detroit.

## Awarded Marketing Award

Recognized at the Wine Industry Network Marketing Awards for Association Marketing awarding the Taste Michigan™ brand and the Cool is Hot campaign.

## Michigan Wine Merch

Regularly updated offerings in our retail Bonfire store for Taste Michigan and MWC branded gear and launched wholesale ordering for Taste Michigan gear for tasting rooms.

## Taste MI Invades GR

Collaborated with the Grand Rapids Wine Fest to host the Taste MI Governor's Cup booth, Governor's Cup Award Ceremony, and Governor's Cup Wine Pairing Event as well as paired Grand Rapids restaurants with MWC member wineries to coordinate events.

2024

Achievements

# 2025 GOALS

## SCBG

Apply for and receive Specialty Crop Block Grant to execute marketing projects and events.

## GOVERNOR'S CUP

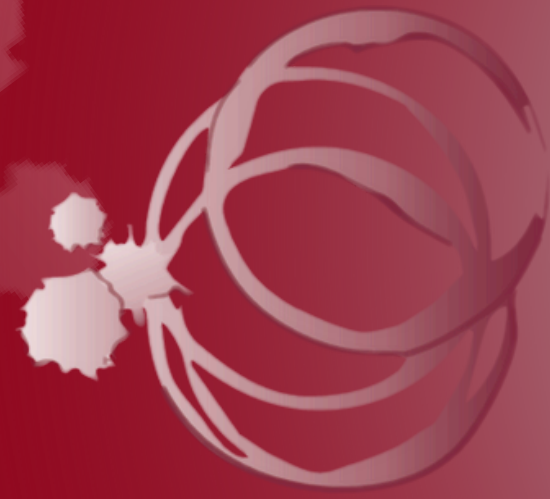
**'25**  
Continue course with MI Governor's Cup as we work to finesse competition wants and needs with the industry.

## TASTE MICHIGAN

Continue to maintain and expand the Taste Michigan brand and develop new campaign for increased visibility. Continue hosting Taste MI Invades events.

## MI WINE MONTH

Develop strategy and marketing for Michigan Wine Month 2025.



MICHIGAN  
Wine Collaborative

# 2025 ELECTION

**VOTING\* OPEN TO VOTING MEMBERS OF  
THE MICHIGAN WINE COLLABORATIVE**

*\*BALLOTS DISTRIBUTED VIA WILD APRICOT*

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*Bob Utter*  
*Flying Otter Winery*  
SE Winery



*Ed Peabody*  
*HOUR Media/MI Wine Country Magazine*  
Tourism



*Peter King*  
*Drew Ryan Wines*  
Winery Other Region  
Treasurer



# Meet the Candidates

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**BOARDS SEATS UP FOR ELECTION**



*Barry O'Brien*  
*O'Brien Vineyards*  
NW Grower



*Robert Schutzki*  
*Daddy Long Legs*  
*Vineyards*  
NW Grower



*Bob Sorenson*  
*Pleasant Valley*  
Grower OTHER REGION

# Meet the Candidates

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**OPEN SEATS**



*Ed Bueche*  
*Peak Financial Services*  
Financial Strategist



*Jeff Wheeler*  
*Thistlevale Vineyard*  
IT Specialist




# Meet the Candidates

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**EXECUTIVE BOARD: TREASURER**  
**HONORARY SEATS: IT SPECIALIST**  
**FINANCIAL STRATEGIST**

# Open Board Seats



OPEN 

GROWER  
(OTHER  
REGION)

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CLASSIC

OPEN 

SW  
GROWER

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CLASSIC



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# What's On Your Mind?

**FEEL FREE TO SUBMIT QUESTIONS, COMMENTS, OR CONCERNS.**

We're here to chat, answer questions, and address concerns...but especially to share ideas. Let's connect with the remaining time for this session, connect afterwards, or online via email, phone, or social media.



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