

Wine Cluster

Vision: A locally-owned, regionally cooperative and economically viable wine industry that adds value to agriculture, creates jobs, promotes Gorge-wide tourism and maintains the quality of life of the Gorge

Key Issues/Goals:

1. Enhance winery and vineyard business atmosphere
2. Decrease inter-state barriers
3. Facilitate wine business start up
4. Develop and add value to Columbia Gorge Winegrowers Association
5. Encourage Gorge-wide Tourism

Themes:

- Cooperation is important asset
- Lifestyle is incredible here
- There is no other place like the Gorge to grow grapes
- There really is a “a world of wine in 40 miles here”



Quick Wins (next 3-6 months):

- List Columbia Gorge Wine events and activities on Oregon Wine Board and Washington Wine Commission websites
 - Include collecting quarterly calendars from local wineries
- Increase Associate Members to Columbia Gorge Winegrowers
- Increase relationship with Media
 - Work with Valerie @ *Goldendale Sentinel*
 - Work with Kathy T @ *Mt. Hood/Gorge Connection*
- Create a Gorge Chapter of Gorge Wine Ambassadors



High Long-term Priority:

- Decrease bi-state barriers (Goal 2)
- Compile Research of Visitor Information (Strategy 1b)
- Develop sustainable funding source for Columbia Gorge Winegrowers (Strategy 4d)

Goal 1: Nurture Existing Vineyards & Wineries

Strategy 1a: Raise Visibility of Gorge Wines

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Put "Welcome to Columbia Gorge Wine Country on I-84 & Highway 14			
Create cooperative billboards			
Include Columbia Gorge Wine activities in Randall PRs releases of Northwest wine activities			
Offer wine tasting classes through Hood River Community Education			
List Gorge wine activities on Oregon Wine Board and Washington Wine Commission websites			
Host an event to pull in wine professionals from other regions			
Tour other wine regions to learn how they do business			
Host collaborative pourings throughout the summer			
Continue to do joint promotion of wine event weekends			
Develop long-term events calendar			

Strategy 1b: Research demographics of visitors & wine buyers

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Compile visitor information— Research:			
<ul style="list-style-type: none"> Who visits? Who buys wine? Where do they come from? How are they finding out about Gorge wines 			

Strategy 1c: Improve ability of wineries & vineyards to access media

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Compile a list of wine publications. Include information about circulation, deadlines, target audience, etc.			
Create a radio talkshow with rotating winemakers & vineyard operators			
Gain better access to broadcast media: KACI & KIHR, Columbia Gorge Broadcasting: <ul style="list-style-type: none"> Create a regular wine column in local newspapers to build on existing "wine buzz" New editor at <i>Goldendale Sentinel</i> is a former wine writer 			

Strategy 1d: Raise visibility of Columbia Gorge vineyards

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Create vineyard-marking signs			
Update database of what kinds of grapes and how much are grown in the Columbia Gorge <ul style="list-style-type: none"> In & Out of the AVA 			

Strategy 1e: Encourage quality and uniqueness of Gorge wines

Create a "Gorge Wine Technical" group: <ul style="list-style-type: none"> Monthly meetings of winemakers to talk about problem wines and problem solve together. One or two this summer. Start up again post-Harvest. 			
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Wine Cluster Workplan

April 2005

Strategy 1f: Encourage quality grapes grown in the area

<i>Action Item</i>	<i>Leader(s)</i>	<i>Stakeholders</i>	<i>Timeframe</i>
Create technical exchange forum for Grapegrowers			

