

## MCEDD Wine Cluster Submission

- **Key Cluster Participants:** 60+ participants, including members of the Columbia Gorge Winegrowers Association—Cascade Cliffs Vineyard & Winery, Cathedral Ridge Winery, Cor Cellars, Dry Hollow Vineyards, Erin Glenn Vineyards, Bad Seed Cider House, Maryhill Winery, Marshal’s Winery & Vineyard, Mt. Hood Winery, Pheasant Valley Vineyard & Winery, Phelps Creek Winery, Syncline Wine Cellars, The Pines 1852, Waving Tree Vineyards & Winery, Wind River Cellars, Celilo Vineyards, Underwood Mountain Vineyards, Wy’East Vineyard, and other vineyards, restaurants, bed and breakfasts, marketers, accountants, tourism, and other wine related businesses.
- **Contact:** Mid-Columbia Economic Development District, Thayne Cockrum, 541.296.2266, [thayne@mcedd.org](mailto:thayne@mcedd.org)
- **Geographic Location:** Mid-Columbia Region—Klickitat and Skamania counties in Washington and Sherman, Wasco, and Hood River counties in Oregon
- **Structure:** non-profit industry association with dues-paying members; quarterly membership meetings, monthly executive committee meetings, monthly marketing committee meetings, with ongoing coordination done by a part-time paid staff person.
- **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.
- **Background:** Three years ago the Columbia Gorge Winegrowers Association, made up of winemakers and grape growers, organized to increase the recognition of wines produced in the area. July 2004 the Columbia Gorge became a federally-recognized appellation. The group began accepting associate members (i.e. restaurants, bed and breakfasts, etc.) in 2005.

### Oregon’s Overall Business Climate

*Areas to address:* Technical Training—partnering with community colleges and universities for enology and viticulture, Business Costs for vineyards and wineries, Regulatory Environment, Infrastructure, Entrepreneurial Vitality, and OR-WA bi-state barriers

### Top Core OBP Initiative Priorities

Simplify and Streamline Regulation and Permitting, Improve Healthcare and Control its Costs, Expand Oregon’s Capacity for Economic Innovation (in collaboration with Washington)

*Potential New Initiatives:* Water Policy, Energy

### Specific Cluster Priorities

1. Enhance winery and vineyard business atmosphere
  - Increase associate membership to Columbia Gorge Winegrowers Association
  - Increase relationship with media
  - Create a Gorge chapter of Gorge Wine Ambassadors
2. Decrease inter-state barriers
3. Facilitate wine business start ups
4. Encourage Gorge-wide tourism
  - List Columbia Gorge Wine events and activities on Oregon Wine Board and Washington Wine Commission Web sites