



A general list of the activities/strategies that will be employed follows:

Destination Brand Awareness Marketing:

- Advertising across any and all media channels, including digital, print, television, radio and strategic brand partnerships;
- Providing public relations strategies including in and out of market familiarization tours, proactive media pitching and influencer relations;
- Contracting with a third-party service for our wineries that aggregates visitor data on a regional level to allow us to track results of specific campaigns and develop ROI metrics;
- Funding awareness and best practice studies to benchmark and track recognition and education for the region among our target market segments;
- Developing grape varietal education programs targeted to consumers, media and trade;
- Developing marketing programs that increase engagement with top-tier and niche media;
- Developing and executing winery focused events;
- Participating in third-party winery-focused events; and
- Working with regional partners to fund destination development activities such as beautification projects and traffic control.

Business Improvement and Special Projects:

- Business Improvement programs developed to increase visitation and sales at assessed winery tasting rooms;
- Hospitality and sales training programs to provide certified tourism training for front-line employees designed to increase visitation and increase sales at assessed winery tasting rooms;
- Developing and executing winery focused special events to attract customers to assessed tasting rooms;
- Developing wine education events and programs targeted to consumers, media and trade to grow awareness and visitation to assessed winery tasting rooms;

- Comprehensive and integrated wayfinding signage system enhancements;
- Transportation related programs designed to increase visitation and increase sales at assessed winery tasting rooms;
- Appellation development initiatives to promote the Temecula Valley AVA as a desirable place to visit and to increase sales at assessed winery tasting rooms;
- Funding for the expansion of the Temecula Valley AVA;
- Funding awareness and best practice studies to benchmark and track awareness and operational success of the TVWAHD among assessed winery tasting room target market segments;
- Creation of tourism educational resources to assist with awareness and knowledge of the economic impact of the industry; stakeholder research; and
- Assist assessed winery tasting rooms with guest communications and POS materials.

Winery Community Enhancements:

- Providing employment training and education to assessed winery tasting rooms;
- Advocacy for assessed winery tasting room work force support; and
- Develop assessed winery tasting room community engagement and support programs.

Winery Environmental Enhancements:

- Support sustainable certification programs for assessed winery tasting rooms;
- Support adoption of water re-use and quality improvements for assessed winery tasting rooms;
- Support clean-energy initiatives for assessed winery tasting rooms; and
- Support education of and programs to reduce and eliminate pesticide/herbicide use amongst assessed winery tasting rooms.