



**ANDERSON VALLEY WINEGROWERS ASSOCIATION  
GENERAL MEMBERSHIP MEETING AGENDA**

*Thursday, July 28th, 5:00-6:00pm  
Maggy Hawk Wines Tasting Room*

- 5:00 pm Call to order
- 5:00 pm President's Welcome– Sarah Wuethrich (5 min)
- 5:05 pm Executive Director Report – Courtney DeGraff (25 min)
- Strategic Roadmap Review & Successes
  - FY2023 Budget Overview
  - New AVWA Fall Event! *Harvest Tidrick, October 21-23<sup>rd</sup>, 2022*
  - Welcome new AVWA PR and Social Media Coordinator, Tina Casey
- 5:30 pm Financial Report – Cris Carter (15 min)
- 2022-2023 Membership Dues Restructuring
  - Current AVWA Financial Update
- 5:45 pm Committee Updates (10 min):
- Vineyard– Andrew Beebe (5 min)
  - Environmental– Jocelyn Thoreson (5 min)
- 5:55 pm Other Business– Sarah Wuethrich (5 min)
- Next AVWA General Membership Meeting: Thursday, December 8th, 5:00-6:00 pm at Scharffenberger Cellars
  - AVWA BOD positions up for election in December: *Vice President, Treasurer, Vineyard Representative, Hospitality Representative*
  - Recruiting for Committees: Auction/Fundraising, Branding/Art, AVWA Historical Society, as well as Environmental and Vineyard
- 6:00 pm Adjourn

AVWA Board of Directors

President: Sarah Wuethrich

Vice President: Chris Lanier

Treasurer: Cris Carter

Secretary: Doug Stewart

Winery Representative: Jeff Jindra

Vineyard Representative: Norm Kobler

Hospitality Representative: Ramon Jimenez

AVWA Staff

Executive Director: Courtney DeGraff

Event and Member Coordinator: Dera Keith

PR and Social Media Coordinator: Tina Casey

# 2026 Strategic Roadmap-

Goals can be advanced as time and resources permit. Goals can be modified during annual planning meeting.

## Mission Statement

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA establishes Anderson Valley as a premier coastal cool-climate varieties wine region while also creating a protected and equal environment for future generations.

+ - added to roadmap > year 1  
 ✓ - completed  
 ✗ - not completed &/or moved

	Membership	Marketing	Fundraising	Advocacy
1 Year	<ul style="list-style-type: none"> <li>✓ Define member &amp; sponsor benefits/programs</li> <li>✓ Optimize member invoice process</li> <li>✓ Create communication strategy</li> <li>✓ Develop Vineyard Committee</li> </ul>	<ul style="list-style-type: none"> <li>✓ Define and promote Brand AV</li> <li>✓ Continue annual marketing efforts</li> <li>✗ Source placement &amp; design AVA sign</li> <li>✓ Continue to build Media partnerships</li> <li>✓ Publish vintage &amp; harvest reports</li> </ul>	<ul style="list-style-type: none"> <li>✓ Relaunch &amp; optimize Pinot Fest</li> <li>✓ Hold a White Wine Passport Weekend</li> <li>✓ Ensure healthy sponsor relationships</li> <li>✓ Address issues w/dues structure</li> </ul>	<ul style="list-style-type: none"> <li>✓ Partner with other associations/organizations</li> <li>✓ Develop Environmental Committee</li> </ul>
2-3 Year	<ul style="list-style-type: none"> <li>- Roll out benefits &amp; programs</li> <li>- Vineyard Committee helps with Vineyard focused events &amp; education</li> <li>- Update bylaws as required</li> </ul>	<ul style="list-style-type: none"> <li>- Develop brand AV SWAG program</li> <li>- Leverage Media partnerships</li> <li>- Evaluate feasibility of Media events: Roadshow, AV “camp” event, etc.</li> <li>- Improve digital tourist experience</li> <li>+ Develop wine country signage</li> <li>+ Evaluate &amp; optimize branding</li> </ul>	<ul style="list-style-type: none"> <li>- Perform a dues restructure</li> <li>- Design &amp;/or execute any new events</li> <li>- Identify grants &amp; evaluate foundation</li> <li>- Develop Fundraising Committee</li> </ul>	<ul style="list-style-type: none"> <li>- Environment Committee helps to educate &amp; safeguard our community</li> <li>- Develop Industry Affairs Committee</li> </ul>
3-5 Year	<ul style="list-style-type: none"> <li>- Membership growth, enthusiasm &amp; support from value received</li> </ul>	<ul style="list-style-type: none"> <li>- Participate in consumer/Press opportunities</li> <li>- Develop historical archives</li> <li>- Evaluate feasibility of an AVA map</li> <li>- Assess partnerships w/other AVAs</li> </ul>	<ul style="list-style-type: none"> <li>- Fundraising Committee helps with fundraising and to create a foundation</li> <li>- Reassess current, &amp; identify alternative, revenue sources</li> </ul>	<ul style="list-style-type: none"> <li>- Support causes via foundation</li> <li>- Industry Affairs Committee helps to educate our community &amp; support industry causes</li> </ul>

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1 Year	<ul style="list-style-type: none"> <li>✔ Define member &amp; sponsor benefits/programs</li> <li>✔ Optimize member invoice process</li> <li>✔ Create communication strategy</li> <li>✔ Develop Vineyard Committee</li> </ul>	<ul style="list-style-type: none"> <li>✔ Define and promote Brand AV</li> <li>✔ Continue annual marketing efforts</li> <li>✘ Source placement &amp; design AVA sign</li> <li>✔ Continue to build Media partnerships</li> <li>✔ Publish vintage &amp; harvest reports</li> </ul>	<ul style="list-style-type: none"> <li>✔ Relaunch &amp; optimize Pinot Fest</li> <li>✔ Hold a White Wine Passport Weekend</li> <li>✔ Ensure healthy sponsor relationships</li> <li>✔ Address issues w/dues structure</li> </ul>	<ul style="list-style-type: none"> <li>✔ Partner with other associations/organizations</li> <li>✔ Develop Environmental Committee</li> </ul>

- Member benefits improved with successful consumer events, introducing new member events & tours, regional press, & committee creation to facilitate opportunities. Sponsor benefits evolved by relationship and level.
- Jotform process rolled out to automate member records
- Consistent communication applied via monthly member e-blast, new EZ text addition, and consumer e-blast strategy balancing education via blogs vs. event marketing
- Vineyard Committee established, offering 6 networking/education events & Tech Conference involvement

- Ongoing promotion via consumer, industry & press marketing of our authentic & quality brand AV. Sparkling Wine Region press pitches & new web page. 2 Tock e-blasts.
- Execution of paid advertising, social media advertising, email marketing, robust new website, blog & SEO strategy, & AV SWAG.
- Sign placement evaluated, with limited options on north east side of the valley; recommending to consider alternative signage to one large sign
- Ongoing effort made with key Media partners: Alder Yarrow, Jim Gordon, Jess Landers, Kim Westerman, Dan Berger, Bob Eckert, Erik Seagulbaum, Ray Isle. New relationships Elaine Chukan Brown, Virginie Boone, Stacy Briscoe, Lettie Teague. 10 PNF, 7 regional articles we participated in.
- First vintage harvest report published & uploaded to Press on AVWINES.com

- Most successful Pinot Fest on record (>4% vs. 2017). Event held in a new location & successful despite inflation & covid-impacts. Overall success reported by attendees & by members
- White Wine Weekend reported as widely successful by local wineries. Exceeded goal with an almost sold out event weekend.
- Event, annual and one-time sponsorships funding grew by 80% vs. prior year
- Winery dues structure evaluated vs. other regions and assessed. Proposed model to make it more equitable rolling out for next FY
- One time \$15k grant funding awarded from Covid-impacts

- Healthy sponsorships in place with: VMC, MWI, Wine Institute, Mendocino Resource Conservation District, UCEE, CA wine Executive Directors, AV Land Trust, AV Fire Department, Mission YMCA, Palm Springs Pinot Fest, Steamboat Food & Wine, Wine Country Media, Fly With Wine, Mendo Film Festival, Winesong!
- Environmental Committee established hosting 3 eco tours, evaluating potential environmental partnerships/ grants/ programs, sharing environmental-related communications & co-sponsoring AV Land Trust symposium to support the AVWAs mission to protect & preserve



## **2022/23 Budget Overview Summary**

*Prepared for membership*

During the last few years, the organization has been able to stabilize and secure some capital reserves. Next year we are planning to reinvest capital retained into a few areas. Using our actuals from the current FY as of July 21, we have created a budget that considers the following:

1. Ensuring reserve capital in our savings account to cover six months of operations in the event of a financial crisis
2. Ensuring checking account funds to account for the next 6 months of operations, plus spending on capital investments into regional promotional projects
3. Maintaining a conservative approach to the budget while planning to invest capital reserves into regional promotional projects specific to: Press Activities, Video Archival Project, Content Creation (photo/video/technical FAQs).
4. Professionalizing our organization and team by growing to two full-time employees and adding a part-time Press/Social Media Coordinator.
5. Introducing a benefits package in line with other non-profit and wine associations to support staff stability, retention and future recruitment in a geographical area that is difficult for attracting & retaining talent.
6. Adding a harvest weekend event as a new member benefit and to support some of the increased staff expenses.
7. In response to concerns around equitability, we are modifying the Winery dues model to consider actual production made in Anderson Valley. This adjustment is more in line with how other wine associations structure memberships and will position us to continue to do more for our membership.

	1IAVF	2Coastal Trade Tstn	3PNF	8Other Promo Event	9General Promo	Harvest Event	Operating	TOTAL	% Chg	Notes:
<b>Ordinary Income/Expense</b>										
<b>Income</b>										
4000 · Gross Income										
<b>Total 4001 · Membership Dues</b>							100,795.00	100,795.00		Considers 8% membership income attrition
<b>4002 · General Sponsorship</b>			4,000.00			500.00	38,000.00	42,500.00		Removes \$5K one time sponsorships
<b>Total 4100 · Festival Income</b>	19,000.00	6,045.00	186,568.61	0.00	0.00	36,945.00	0.00	248,558.61		
<b>Total 4000 · Gross Income</b>	19,000.00	6,045.00	190,568.61	0.00	0.00	37,445.00	138,795.00	391,853.61		
<b>Total Income</b>	19,000.00	6,045.00	190,568.61	0.00	0.00	37,445.00	138,795.00	391,853.61	22%	
<b>Expense</b>										
Merchant deposit fees			100.00					100.00		
5000 · Administration Expenses										
5020 · Web Site Hosting							600.00	600.00		
5030 · Quickbook DD Payroll Fees							100.00	100.00		
5035 · Quickbooks online payment fees							750.00	750.00		
5040 · Bank Service Charges							5.00	5.00		
5050 · Office Supplies							2,000.00	2,000.00		
5055 · Office Rent							3,600.00	3,600.00		Paid only partial rent last year
5060 · Miscellaneous							1,000.00	1,000.00		
5070 · Dues and Subscriptions					1,500.00		1,500.00	3,000.00		
5080 · Insurance										
5081 · Liability Insurance							2,500.00	2,500.00		
<b>Total 5080 · Insurance</b>								2,500.00		
5100 · Licenses and Permits							70.00	70.00		
5120 · Postage and Delivery							250.00	250.00		
5130 · Printing					6,000.00			6,000.00		Price increases vs. last year
5140 · Professional Fees										
5143 · Legal Fees							700.00	700.00		
5145 · Consulting							18,620.00	18,620.00		New press & social media coordinator; \$3.5K Press "investment"
5147 · Bookkeeping							7,800.00	7,800.00		
5148 · Accountant							1,000.00	1,000.00		
5149 · Creative Design	750.00		1,300.00		7,000.00	250.00	9,200.00	18,500.00		Website/blogs/SEO/Security was partial in 2022; + \$11K "Investment" Video & Assets
5140 · Professional Fees - Other							150.00	150.00		
<b>Total 5140 · Professional Fees</b>	750.00	0.00	1,300.00	0.00	7,000.00	250.00	37,470.00	46,770.00		
5160 · Meals and Entertainment		25.00	50.00		3,000.00			3,075.00		Non-AVWA events & business related
5161 · AVWA Meeting & Member Events		500.00					3,700.00	4,200.00		Staff/GMs \$500/ea, Socials \$100/ea, Offsite \$1K, workshops \$500, COT \$500
5165 · Lodging	500.00	2,000.00	500.00		1,600.00	500.00		5,100.00		Staff travel for non-avwa events; photographer lodging
5170 · Donations							100.00	100.00		
5180 · Professional Development						52.00	1,000.00	1,052.00		Event tickets, online learning
<b>Total 5000 · Administration Expenses</b>	1,250.00	2,500.00	1,900.00	0.00	10,100.00	802.00	54,645.00	80,272.00		
<b>Total 6600 · Payroll Expenses</b>							163,157.64	163,157.64		New full time employee plus benefit package & ED increase
7000 · Operation Expenses										
7010 · Marketing & Advertising	2,250.00		3,000.00		3,000.00	2,500.00	1,500.00	12,250.00		
7080 · Supplies					100.00	100.00		200.00		
7200 · Tax Expenses										
7201 · Federal							500.00	500.00		

	1IAVF	2Coastal Trade Tstn	3PNF	8Other Promo Event	9General Promo	Harvest Event	Operating	TOTAL	% Chg	Notes:
<b>Total 7200 · Tax Expenses</b>										
<b>Total 7000 · Operation Expenses</b>	2,250.00	0.00	3,000.00	0.00	3,100.00	2,600.00	2,000.00	12,950.00		
<b>7015 · Press</b>					16,500.00			16,500.00		\$16.5K "Investment" into activities during the year - TBD
<b>8000 · Promotional Expense</b>										
<b>8100 · Festival Expense</b>										
8101 · Auction			11,600.00					11,600.00		
8102 · Merchandise			3,000.00		1,000.00	1,800.00		5,800.00		Boontling Books
8104 · Catering Supplies			3,000.00			650.00		3,650.00		
8105 · Catering		2,700.00	39,500.00			4,950.00		47,150.00		
8106 · Band			1,499.00			1,000.00		2,499.00		
8110 · Decor			500.00			500.00		1,000.00		
8120 · Printed Materials.			4,000.00			500.00		4,500.00		Add more auction signs & Boontling Book
8121 · Glasses			5,480.00			2,000.00		7,480.00		Used old glasses for PNF; plus new Harvest glasses
8125 · Merchant Account fees	13.00		1,100.00			1,234.00		2,347.00		
8136 · Site Fee			6,815.00			1,770.00		8,585.00		
8145 · Permits		15.00	453.00			100.00		568.00		
8155 · Press	1,200.00		3,000.00			1,200.00		5,400.00		
8165 · Tent Rentals			16,000.00					16,000.00		
8167 · Other Rentals			16,000.00					16,000.00		
8168 · Sanitation			5,294.00			900.00		6,194.00		Waste Management Bin
8170 · Sponsorship Commission								0.00		
8181 · Main Event			100.00					100.00		
8185 · Technical Conference			160.00					160.00		
8191 · Travel & Mileage		250.00	750.00	20.00	900.00	400.00	450.00	2,770.00		
8192 · Event help			4,500.00			2,500.00		7,000.00		
8194 · Volunteer Thank Yous			2,500.00			500.00		3,000.00		
8195 · Miscellaneous			4,000.00			350.00	450.00	4,800.00		
<b>Total 8100 · Festival Expense</b>	1,213.00	2,965.00	129,251.00	20.00	1,900.00	20,354.00	900.00	156,603.00	33%	
<b>8300 · Promotional Events</b>										
8325 · Bank Fees	8.00						20.00	28.00		
8355 · Lodging					250.00			250.00		
8360 · Mileage	67.00		55.00		270.00		70.00	462.00		
<b>Total 8300 · Promotional Events</b>	75.00	0.00	55.00	0.00	520.00	0.00	90.00	740.00		
<b>Total 8000 · Promotional Expense</b>	1,288.00	2,965.00	129,306.00	20.00	2,420.00	20,354.00	990.00	157,343.00		
<b>Total Expense</b>	4,788.00	5,465.00	134,206.00	20.00	32,120.00	23,756.00	220,792.64	430,222.64	48%	
<b>Net Ordinary Income</b>	14,212.00	580.00	56,362.61	-20.00	-32,120.00	13,689.00	-81,997.64	-38,369.03		
<b>Other Income/Expense</b>										
<b>Other Income</b>										
4010 · Grants and Stimulus							0.00	0.00		
9010 · Interest Income							40.00	40.00		
<b>Total Other Income</b>							40.00	40.00		
<b>Net Other Income</b>							40.00	40.00		
<b>Net Income</b>	14,212.00	580.00	56,362.61	-20.00	-32,120.00	13,689.00	-82,037.64	-38,409.03		*Includes capital "investment" from savings to fund new projects



**2022/2023 Dues Structure Summary**

*Prepared for Membership*

**History:** Tiers were based on gallonage, with an added tasting room fee  
Required wineries to self-report, potentially leading to data errors

**Goals:** To simplify the dues structure, and eliminate exceptions  
To make the dues structure equitable and more fair  
To increase non-event revenue, allowing the budget to be more stable  
Vineyard and Associate membership structures remain unchanged this year

**New Structure for Winery Members:**

Tiers	Total Cases Made	Base Fee	Case Fee for "AV Cases"	TR Fee
750mL	0-4,999	\$600	\$0.10 per cs.	\$250
Magnum	5,000-9,999	\$800	\$0.10 per cs.	\$250
Jeroboam	10,000+	\$1200	\$0.10 per cs. (max \$3,000)	\$250

**Notes:** All Winery Members must donate 6 bottles of AV wine for marketing purposes  
*Total Cases Made* means total production under the label, regardless of AVA  
*Total Cases Made* means average of last three harvests production  
*AV Cases* means wines labeled as an Anderson Valley AVA wine

**Revenue Comparison:**

	<i>FY 21/22</i>	<i>FY 22/23 (Projected)</i>
Winery Dues	\$61,080	\$71,436
Vineyard Dues	\$12,770	\$13,153
Associate Dues	\$15,065	\$15,456
Donation with Dues	\$1,520	\$0
<b>Total</b>	<b>\$90,435</b>	<b>\$100,045</b> <i>(assumes 8% winery income attrition)</i>



**AVWA Environmental Committee**  
*2021/22 Fiscal Year Accomplishments*

Hosted Eco Tours for Membership Engagement and Knowledge-Sharing:

- **Anderson Valley Brewery, December 9, 2021** - Lead by Kevin McGee and featured new sustainability projects/efforts: Solar Independent, Zero-Impact Water Program, Waste Handling, Packaging Recyclability, and Shipping Impact.
- **Pennyroyal Farm, March 24, 2022** - Lead by Sarah Cahn Bennett and featured the farm's regenerative vineyard practices -- incorporating animal husbandry and Fish Friendly Farming -- and recent funding from CDFA's Healthy Soils Program.
- **Filligreen Farm, June 15, 2022** - Lead by Chris & Stephanie Tebbutt and featured the farm's cover areas inducing soil health, cover crops, and compost (including the use of Azola), as well as water practices life flow forms and vortex spinners.

Held Introductory Program Discussions and Presentations to Better Understand Grant/Certification Opportunities and Potential Environmental Partnerships:

- **CA Sustainability Certification, Mar 10, 2022**
- **Fish-Friendly Farming, Mar 10, 2022**
- **Sonoma Clean Power, April 14, 2022**
- **Zero Foodprint, Jul 14, 2022**

Cross-Promotional Efforts on Webinars and Workshops:

- **California Dept of Food and Ag (CDFA) State Water Efficiency and Enhancement Project (SWEEP) Informational Workshop via Mendocino County Resource Conservation District (MCRCD), November 9, 2021**
- **Getting Ready For Drought: Soil Moisture, Irrigation and Other Practices, March 18, 2022**
- **Biochar Eco-Tour at Roederer Estate, April 5, 2022**
- **Soil Health in Vineyards Workshop at Ferrington Vineyards April 29, 2022**
- **Water Resilience for Vineyards in Drought by UCCE, MCRCD, & AVWA, May 11 & 12, 2022**





Co-sponsor for Upcoming Community Event:

**Anderson Valley Resilient Land Symposium, October 15, 2022** - The symposium intends to convene the community to discuss how we can make Anderson Valley and the Navarro River Watershed more resilient to climate change. Through speakers and panels, it hopes to take a fresh look at the assets of Anderson Valley - our earth, water, air and fire - and share expertise and hands-on practices and strategies.

Created and Delivered Membership Communications:

1. **Environmental Committee Initial Survey, March 8, 2022** - Optional Member Survey to better understand and identify the priorities and opportunities for members as well as gauge where our community is currently at in terms of environmental practices, third-party certifications, and engagement. Received only 6 responses.
2. **Environmental Committee Newsletter, March 8, 2022** - Featured Environmental Survey, AV is 70% Fish Friendly, Eco Tour Member Invite, Updates & Key Dates
3. **Environmental Committee [Newsletter](#), May 10, 2022** - Featured Water Resilience for Vineyards Workshop, Eco Tour Member Invite, Updates & Key Dates

AVWA Environmental Committee

**Chair:** Joslyn Thoresen, Pennyroyal Farm

**Board Appointee:** Doug Stewart, Lichen Estate  
Yoriko Kishimoto, AV Land Trust

Linda MacElwee, Mendocino Resource Conservation District

Jessica Van Griekan, Twomey Cellars

Felicia Smith, Sonoma Clean Bower

Courtney DeGraff, AVWA Executive Director

**Guests:** Sarah Cahn Bennett, Cris Carter, Zac Robinson, Colleen Kobler



## **AVWA Vineyard Committee**

### *2021/22 Fiscal Year Accomplishments*

#### **Held an Employment & HR Overview with CMPR Law & BBSI Management**

- Covid Compliance Issues (masks, vaccination, absence pay)
- CA Employer Hot Topics (minimum wage changes, Cal Savers retirement plan, harassment training, responsible beverage training)
- Strong attendance

#### **Held a Grower-Specific AVWA Social at Norm Kobler's Workshop:**

- Successful in bringing a more inclusive group together
- Welcoming our new Farm Advisor, Christopher Chen, who replaced Glenn McGourtey
- The plan is to hold this event annually, the Tuesday before the Coast Trade Event
- Strong attendance

#### **Spearheaded a 2-day Water Workshop with UCEE:**

- Brought the topic to UCEE in Fall 2021
- In April, 2022, working together with Christopher Chen & Linda MacElwee's team, this event had a successful turnout
- Complimentary event, including continuing education credits
- Healthy attendance

#### **Biochar Ecotour:**

- Offered by the Roederer Estate Vineyard team
- Information shared was relevant to our community, as there is a growing interest in the use case of Biochar.
- Light attendance

#### **Soil Health Workshop at Ferrington Vineyard:**

- Great demonstrations and great information about soil health.



- Workshop would have benefited non-vineyard community members; we'd like to do this again and welcome a larger reach
- Demonstrations of filtration and runoff comparisons were helpful
- Light attendance

### **Assisted Pinot Fest Technical Conference with Vineyard Panel**

- Helped the sub-committee with idea generation for the vineyard specific-panel
- Reached out to industry connections to assist in discussion and idea generation

#### AVWA Vineyard Committee

**Chair:** Andrew Beebe, Domaine Anderson

**Board Appointee:** Norman Kobler, Vonarburg Vineyard  
Linda MacElwee, Mendocino Resource Conservation District  
Travis Foote, Strictly Vineyard  
Justin Jackson, Casa Cristal Nursery



**Collective page views to the Anderson Valley Tock page:**

*Prepared for Membership*

- *Total pageviews: 28,253*
- *Unique pageviews: 15,380*
- *Total users: 5,209*
- *New users: 1,331*
- *Comparing YoY, total pageviews decreased by 4.2%, but the total number of new users increased by 18.4%.*
- *The search/map page ([www.exploretock.com/city/anderson-valley/search](http://www.exploretock.com/city/anderson-valley/search)) saw an 87.2% increase in total pageviews.*
- *Traffic from organic and [dining.chase.com](http://dining.chase.com) saw the largest increases, 33% and 635%, respectively.*

**Collective page views to the individual winery Tock pages that make up the Anderson Valley Tock page:**

- *Total pageviews: 162,806*
- *Unique pageviews: 113,354*
- *Total users: 16,960*
- *New users: 12,128*
- *Total pageviews increased to the individual wineries, seeing 251% increase YoY. The total number of new users also increased by 342%.*
- *Penny Royal Farm saw the largest increase in total pageviews, increasing over 500% YoY, which can be attributed to 711% increase in referral traffic from [pennyroyalfarm.com](http://pennyroyalfarm.com)*
- *Organic traffic is also up 483%, which is a great boost in incremental traffic to the individual winery pages.*

**Collective bookings from those wineries (number of bookings + how many total guests):**

- *Total bookings: 10,262*
- *Total guests (users): 33,343*
- *Bookings are down 8.2% YoY, the number of guests is up 2.4%, and GMV increased by 67%. Despite the overall volume of bookings down, it appears that the value per booking has increased YoY.*

**Referral Traffic from [avwines.com](http://avwines.com):**

- *Total to individual winery pages: 5,163 (up 117% YoY)*