



2014 Annual Report



COLORADO ASSOCIATION FOR
VITICULTURE & ENOLOGY

Letter from the Executive Director

Dear CAVE Members and Supporters,

I am pleased to announce another exciting year for the Colorado Association for Viticulture & Enology! The CAVE board and staff would like to present this annual report to you, our valued membership and supporters. In it, you will find a breakdown of everything CAVE has accomplished this year, financial information as well as an idea of what 2015 will hold. I would like to say **Thank You** for your dedicated support of CAVE and the Colorado wine industry. We would not be here today without you! Also, I would like to thank the dedicated CAVE board and staff. All of the accomplishments in 2014 would not be possible without their support!

You will also find a comprehensive list of sponsors and supporters of CAVE & Colorado Winefest throughout 2014 in this report. If you see or work with any of these organizations, please let them know how much you appreciate their support!

I hope that you have enjoyed your time as a CAVE member in 2014 and we look forward to making 2015 another amazing year for the Colorado wine industry. I am available if you should have any comments or questions. Thank you, for all that you do!

Sincerely,



Cassidee Shull
Executive Director
Colorado Association for
Viticulture & Enology
970-464-0111
cshull@coloradowinefest.com

MISSION STATEMENT

The Colorado Association for Viticulture and Enology (CAVE) is a member-based association that exists to encourage and support enology and viticulture in Colorado. CAVE promotes the interests of Colorado grape growers and wineries in legislative and political matters, provides a forum for the exchange of ideas, and disseminates current information pertaining to optimum winemaking and agriculture practices for vineyards in the area. CAVE seeks to establish contacts and relationships with other associations, both regional and statewide, to further development and growth of the industry.

CAVE Board of Directors

Term Ending December 31st 2015

Linda Brauns, Palisade Vineyard Owner
Jay Christianson, Canyon Wind Cellars
Donelson Lawry, Amateur Winemaker

Term Ending December 31st 2016

Ben Parsons, Infinite Monkey Theorem
Kaibab Sauvage, Colorado Vineyard Specialists
Glenn Foster, Talon Wine Brands

Term Ending December 31, 2017

Doug Kingman, Kingman Estates Winery
Monty Haltiner, Certified Sommelier
Dan Williams, Snow Capped Cider

CAVE Staff

Executive Director – Cassidee Shull
cshull@coloradowinefest.com

Program Director – Melinda Tredway
mtredway@coloradowinefest.com

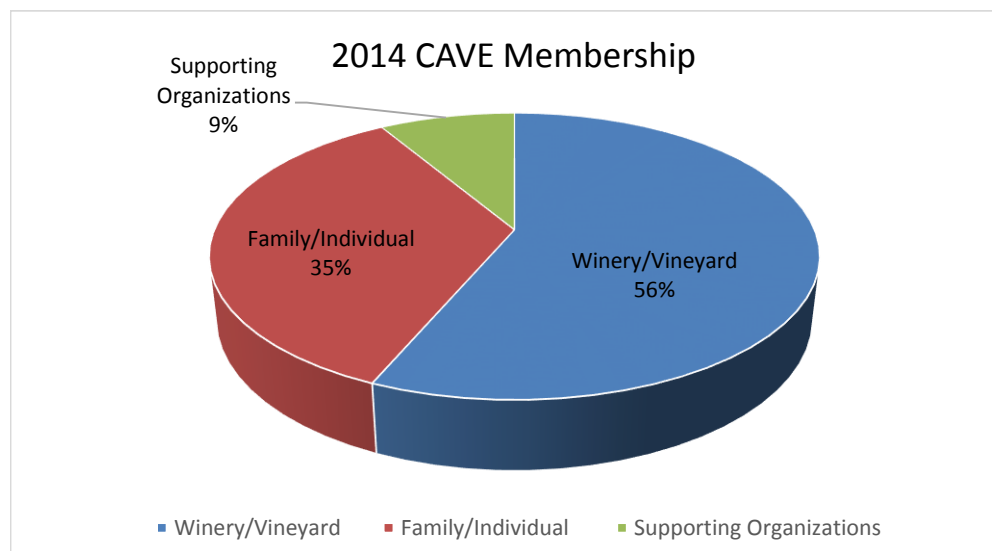
Bookkeeper – Sandie Cooper
bookkeeper@coloradowinefest.com

General CAVE Email
info@coloradowinefest.com

2014 CAVE Membership

2014 CAVE Membership: 140 Members (see breakdown below)

2014 Cellar Dweller Membership: 239 Members



2014 – A Year in Review

2014 VinCO Conference & Trade Show

Held in January in conjunction with the Western Colorado Horticultural Society, the 2014 conference proved to be a huge success. Bringing in speakers from around the United States, the conference was well received and attendees left with more knowledge, insight and contacts than when they arrived. CAVE coordinated over 30 speakers who shared their knowledge with the industry. VinCO 2014 saw the largest attendance in the history of the conference!

Colorado Winefest Art Contest

The art contest was held the week after VinCO. An art selection committee chose the top 3 pieces and the public voted on their favorite on January 24th at The Blue Pig Gallery. The winning artist, Kay Crane, won the public vote with her piece, “Vineyard View”. The artwork was used in the Colorado Mountain Winefest marketing campaign.

Board of Directors Retreat

In February, the CAVE board and staff spent an entire day strategizing, planning and getting to know one another. The retreat was a success and laid the groundwork for all that CAVE continually works towards.

Colorado Wine – Grand Valley Beer Fest

In May, CAVE sponsored the Grand Valley Beer Fest for the second year. Staff poured tastes of Colorado wine at the event. It was a great way to interact with the beer crowd, discuss Winefest and promote the Cellar Dweller membership!

Colorado Wine Week & Colorado Urban Winefest

June brought the 4th annual Colorado Urban Winefest. Colorado Wine Week was another success bringing together more wineries and local restaurants for the week long Sips & Snacks event. Over 1,500 tickets were sold and the park was full of Colorado wine lovers!

Wine Competitions

July brought the annual Best of Fest Wine Competition and Amateur Winemakers Competition. The CAVE board of directors made a few changes and with that, received valuable feedback. The list of medal winners was announced on our website as well as printed in the program at Colorado Mountain Winefest.

Colorado Wine Experience

www.ColoradoWineExperience.com is the newest CAVE website built specifically for the consumer. Please check your winery listing and send event information to info@coloradowinefest.com.

Colorado Mountain Winefest

The 23rd annual Colorado Mountain Winefest continues to be CAVE's largest fundraiser. We saw a record-breaking year in ticket sales as well as attendance. There was almost 6,000 attendees within the park on Saturday and over 6,500 attended over the long weekend. We saw attendees from 37 states and 4 countries!

Colorado Mountain Winefest will be September 17-20, 2015 in Palisade, CO.

Winter Advertising

CAVE partnered with The Daily Sentinel to advertise in their Holiday Gift Guide. All Western Slope wineries were listed on the back cover and 6 wineries took advantage of placing a featured product in the catalogue at an additional cost. A full-page Colorado Mountain Winefest ad was also featured! CAVE will look to other areas throughout the state to do more coop advertising for our entire membership.

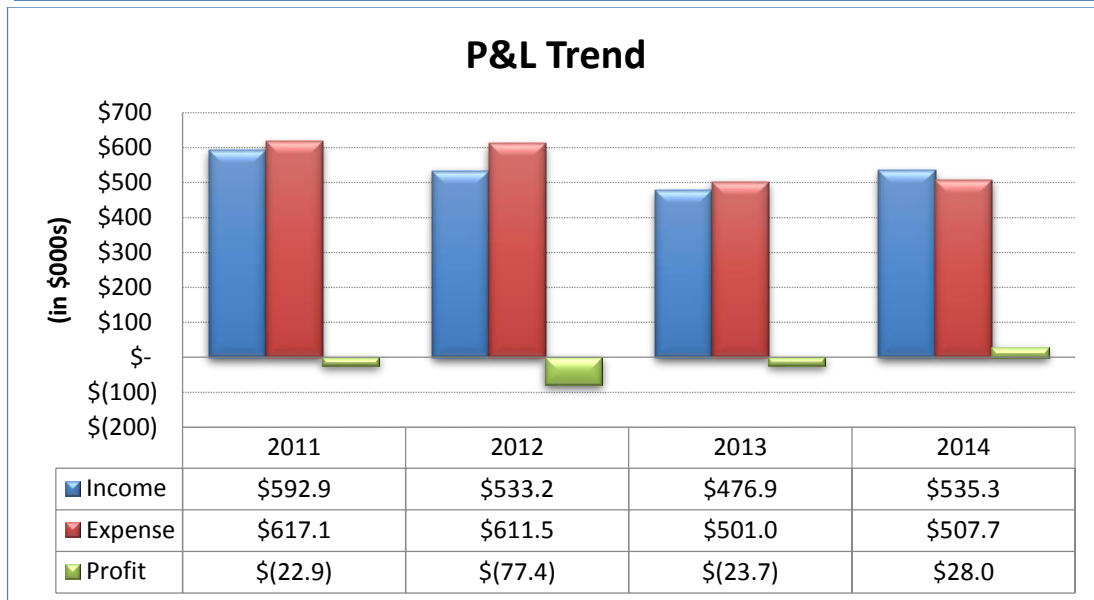
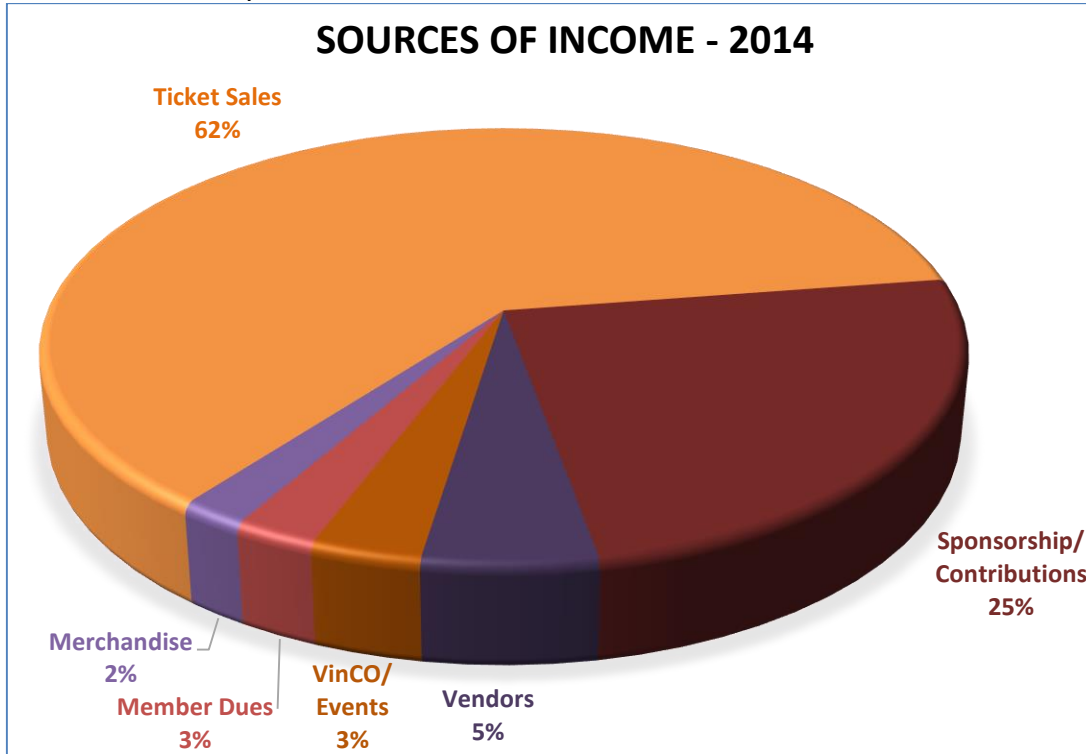
THANK YOU TO OUR 2014 SPONSORS & SUPPORTERS!

11News
5280 Magazine
626 on Rood
All Seasons Rental
Alpine Bank
Bin 707
Central Distributing
Colorado Mesa University
Colorado Wine Industry Development Board
(CWIDB)
Craving
Diorio's in Palisade
Eat + Drink
Eldorado
Elite Events
Enstrom
Enzo's
Event Masters
FCI Constructors
First Student
Fisher's Liquor Barn
Godot Communications
Govino
Grand Junction Visitor & Convention Bureau (GJ
VCB)
Green Apple Supply
Hampton Inn
Hero's For Life
Hyatt Place

Impact Promotional Products
Inari's
Kannah Creek Brewery
Moody Insurance Agency
Montrose Water Factory
NerdTap
No Coast Sushi
Pablo's Pizza
Palisade Café & Grille
Palisade Chamber of Commerce
Radio Wave
Red Rose Café
Renewal by Anderson
Rockslide Brewery
Roth Living: Wolf:Sub Zero
Snob Productions
SpringHill Suites
The Blue Pig
The Daily Sentinel
The Palette
The Winery Restaurant
Town of Palisade
Townsquare Media
Two Rivers Convention Center
Uber
Western Colorado Community College (WCCC)
Western Colorado Horticultural Society
Wine Country Inn

2014 – Financials

Below you will find two graphs outlying the sources of income in 2014 and the P&L trend over the last 4 years.



CAVE would like to recognize board member Linda Brauns for her tireless work on the CAVE budget and financial information. Thank you, Linda!

Looking Ahead - 2015

2015 will hold many new possibilities and opportunities for CAVE, its membership, and the entire Colorado wine industry. We have partnered with the Colorado Wine Industry Development Board not only on VinCO but on additional educational seminars as well. CAVE would like to thank the CWIDB for their continued support! CAVE has also hired a lobbyist in 2015 that will give important updates to our membership.

The wine board has released a Colorado Wine App! Please download “CO Wineries” from the app store – **for Free** – and encourage your customers to do so as well!

During the first quarter, CAVE will be moving office space. The mailing address will stay the same but an updated physical address will be sent to the membership in March.

CAVE utilizes email as the main mode of communication with our membership. Please add info@coloradowinefest.com, mtredway@coloradowinefest.com and cshull@coloradowinefest.com to your contact list to ensure that any communication does not get marked as spam.

Thank you again for being a valued member of CAVE and this exciting and challenging industry!

2015 CAVE Membership Changes

Beginning February 1st, 2015, CAVE will implement a new membership tier. Membership dues are based on your anniversary date rather than the calendar year. As such, all members expire one year after they join rather than everyone expiring on December 31st. All members are encouraged to renew or join online at WineColorado.org.

Business Membership Level

Business members include any entity registered as a **vineyard and/or winery** business in any state. The business membership holder shall be allowed ONE vote in Association elections, and shall be allowed to have up to three (3) persons, including the membership holder, attend CAVE meetings and to enroll in CAVE seminars, at fees established by the Board of Directors.

This membership level is \$150 per year.

Click here to see the Membership Benefits.

Individual Membership Level

Family memberships are **for families or individuals** not engaged in a commercial wine, vineyard or any other business. A family or individual membership shall have ONE vote in Association elections, and shall be allowed to have two persons attend CAVE meetings and seminars, at fees established by the Board of Directors. This membership level is \$75 per year.

Click here to see the Membership Benefits.

Allied Trade Partner

All other businesses or organizations (not a winery or vineyard) should join CAVE as an Allied Trade Partner. This membership allows you to market, contact and engage with and advertise to the wineries and vineyard members of CAVE. Allied Trade Partners shall be allowed ONE vote in Association elections, and shall be allowed to have up to three (3) persons, including the membership holder, attend CAVE meetings and to enroll in CAVE seminars, at fees established by the Board of Directors. This membership level is \$250 per year.

Click here to see to see the Allied Trade Partner Benefits.

CONTACT

Mail:

PO Box 1556
Palisade, CO 81526

Physical Address:

144 Kluge Ave. Building #1
Palisade, CO 81526

PLEASE NOTE THAT CAVE WILL BE MOVING IN MARCH!

Phone:

970-464-0111

Fax:

970-464-0999

Email:

info@coloradowinefest.com

Web:

www.WineColorado.org
www.ColoradoWinefest.com
www.ColoradoWineExperience.com

**Please "Like" our Facebook pages:**

Colorado Association for Viticulture and Enology (CAVE)
Colorado Mountain Winefest
Colorado Wine Week
Colorado Wine Experience

**Follow us on Twitter:**

CoWinefest