



## THCW Membership Benefits

**Purpose:** The Corporation's purpose is to promote the development of the Winery Members in the Texas Hill Country Appellation. The corporation is a membership organization having a common business interest and purpose to promote Texas Hill Country produced wines and to increase visitors to the Member Wineries of the corporation.

- **Inclusion on TexasWineTrail.com**
    - o 2020 Data
      - 126,927 Annual Users
      - 125,395 New Users
      - 357,156 Pageviews
      - 97.33% US
        - 77.92% Texas, 3.04% California, 1.84% Louisiana, 1.43% Florida, 1.39% Virginia, 1.03% Illinois
          - o 13.95% Houston, 11.05% Austin, 7.64% Dallas, 7.39% San Antonio, 2.87% not set, 1.46% Fort Worth, 1.09% Fredericksburg
      - 61.7% Female, 38.3% Male
      - 24.96% 25-34, 17.93% 55-64, 16.94% 45-54, 16.62% 35-44, 14.83% 65+, 8.72% 18-24
      - 56.45% Mobile, 39.96% Desktop, 3.59% Tablet
    - o Winery pages, interactive map, winery events page, Hill Country AVA Wines & Vineyards page, Blog & News, THCW events, Visit page including lodging, dining, shopping partners and more, Media page, Industry Classifieds, Scholarship info, Industry events
    - o Individual winery login to manage winery page
- **Inclusion in Texas Hill Country Wineries Brochure & Map**
  - o 200K printed annually
    - Distributed to all member wineries, all TXDOT Travel Information Centers, Texas Chamber of Commerce's, CVBs, local lodging, dining and shopping and per request
- **Marketing & Public Relations**
  - o THCW contracted with Apron Food PR for messaging and public relations in 2021, advertising and public relations in 2022
- **THCW Marketing opportunities**
  - o THCW managed social media
    - Facebook 27,498 Likes, Instagram 6,818 Followers
  - o Monthly giveaway packages, Hill Country Happy Hour, IG Story Takeovers
  - o Social post calendar promoting wineries and region
  - o THCW managed email database
    - 12 annual consumer newsletters
    - 12 annual passport event eblasts
    - 25K+ email database
- **Educational seminars, member rates**
  - o Complimentary Grower Tailgates, Field Trips, Winemaker Tastings
  - o Tasting Room Manager Luncheons
  - o Hill Country Wine Symposium
- **THCW Passport Events (optional participation)**
  - o 4 annual events, 2600 tickets available
  - o Digital Passport tracking and reports
- **Industry partnerships**
  - o TDA, TABC, TWGGA, HPWA, WineAmerica and more

- **Vendor support/connections**
  - o Associate & Grower Members
- **THCW Classifieds page**
  - o Available Fruit & Bulk Wine document
- **Hill Country Wine Industry Scholarship Awards supporting industry growth**
- **Participation on THCW Committees**
- **ONE Member Winery vote (Winery Membership only)**
- **Ability to hold Board Member position (Winery Membership only)**
- **Monthly Membership Newsletters & regular informational emails**
- **4 Annual THCW Membership Meetings**
- **Dedicated Staff**
  - o Provide coordination, support, administration, planning and keep a coherent thread for a common voice
- **THCW Growth**
  - o Membership
    - 2011 – 28
    - 2012 – 33
    - 2013 – 36
    - 2014 – 42
    - 2015 – 46
    - 2016 – 51
    - 2017 – 52
    - 2018 – 53
    - 2019 – 57
    - 2020 – 62
    - 2021 – 63 (current as of May 1)
  - o Passport Event
    - Ticket sales increase from 1600/year to 2600/year
    - Digital Passports
  - o Addition of Grower & Associate Members
  - o Marketing
    - \$25K approved in 2012
    - \$75K approved in 2021
    - Full time Marketing/PR agency contracted
  - o Staff
    - Up to 2009 – ED
    - 2009-2012 – ED & Trail/Event Coordinator
    - 2012-2016 – ED
    - 2016-present – ED & Operations/Communications Coordinator
- **Industry & Tourism Growth**
  - o Hill Country AVA Winery Permits
    - August 2019 – 194, December 2020 – 260
  - o Visitors (wine is main reason for visit\*)
    - 2000 – 11%, 2011 – 24%, 2014 – 32%, 2019 – 42%
    - \*Fredericksburg CVB Annual Reports & Visitor Research