Mid-career professionals with families who need time to reconnect.

Four other wineries in area focused on romance rather than nature. (opportunities for cross-marketing?)

Wild Vine provides a serene natural experience just 45 minutes from Houston.

People need to get to open space not far from home to connect to nature and beauty.

**Problem/Opportunity:**

(a problem others have—and are willing to pay to change—that you can solve)

**Our Solution:**

(what makes you unique)

**Target Market:**

(who is your customer, who needs your products/services; do you need a distributor?)

**Our Competition:**

(who they are/how we differ)

 $1****

Barn

Sunsets

Birds and wildlife

Family committed to 80 hrs/wk

$40K saving

Potential for operating loan

USDA FSA? Rural Development?

Mortgage=$400K

Operating loan=$70K

Medical bill=$15K

Renovation=$200K

Marketing & signage=$12,000

Insurance=????

Renovation complete May 31, 2017.

Yr 1 visitor and sales numbers. If not on target, improve svcs and marketing. (Evaluate comments.)

Marketing for corporate retreats.

Direct mail to targeted HR reps.

Listing in reg’l corporate mag.

Renovate barn as retreat center.

Work with caterers etc. to create packages.

Visitor growth will grow from 200 in Yr 1 to 350 in Yr 2.

Onsite sales of $10K by the end of Yr 1.

**Business Goals:**

(1-yr and 3-5-yr goals that are specific, measurable, attainable, and time-framed; e.g., “Tour fees & onsite sales will gross $20,000 by the end of Yr 2.”)

**Strategies to Achieve Goals:**

**--Production**

**--Marketing**

(both sales channels and marketing activities)

**Points for Course Correction:**

(times and metrics to chart progress)

**Finances:**

**--Enterprise needs**

(e.g., enterprise start-up and operational needs; expected revenues)

**--Current assets and liabilities**

(e.g., business and personal assets and debts)

**--Capital availability**

(e.g., your available capital, credit availability and type, current liabilities, investor needs)

**--Non-financial assets:**

(e.g., facilities, equipment, labor)

Reinforce wine sales.

Avoid harvest!

Create tourism profit center.

Access new market (professionals).

Call the insurance agent.

45 minutes from downtown Houston

Excellent caterer 10 minutes away

New La Quinta on the Hwy (7 min)

The Wild Vine property was homesteaded by our great-great-grandparents in 1851. Grapevines were removed during Prohibition—except for a few “wild vines” in the back pasture. We replanted the original vineyard in 1998 and expanded in 2009. Conserving the land and preserving our pioneer legacy are important factors for our family.

Important to still have time as a family. Need to attend school activities.

Jake’s allergies.

Jeff and Jen – owners/managers

 Jeff-vineyard

 Jen-marketing & hospitality

Jake-age 10-hard worker

Dad-accounting

Wild Vine Vineyard is a family operation producing excellent wine grapes, caring for the land, and building a sense of belonging in the Hometown community.

CVB

Our insurance agent, Bob

Our banker, Sue

**Our Team:**

(e.g., paid staff, family,& volunteers and their strengths/roles)

**Our Outside Partners:**

(e.g., investors, Extension staff, visitors bureau)

**Local Assets that support/enhance this venture:**

(e.g., local hotels, supportive visitors bureau)

Download planning template at [http://ruralcommunities.tamu.edu](http://ruralcommunities.tamu.edu/)

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Texas A&M AgriLife Extension Service

Department of Agricultural Economics

Community Economic Development
rmdudensing@tamu.edu, 979.845.1719

**Enterprise Purpose**

(e.g., profit center, improve cash flow, access new markets)

**Existing Business Considerations/Tie-in:**

(e.g., timing of harvests and interaction of these commitments with the new venture)

**Family Considerations:**

(e.g., goals, existing commitments, illness)

**Still thinking about:**

(brainstormed ideas or issues of concern)

Mission

**(What we do)**

Our Brand

**(Who we are and what makes us special)**