



## Vision

To inspire the world to experience Washington state wine

## Mission

Supporting the growth and awareness of the Washington state wine industry through a series of celebrated events benefiting our community

### BUILD DIVERSE AND LOYAL COMMUNITY OF CONSUMERS

- Use hybrid format where needed
- Rebuild live gala
- Design calendar to layer in more frequent, smaller events
- Create and leverage partner networks
- Understand charitable interests of emerging audiences
- Foster loyal relationships

### INCREASE VALUE TO ALL INDUSTRY PARTNERS

- Understand and reduce barriers to participation for smaller wineries throughout the state
- Uplift growers, farmworkers' and hospitality sector roles in industry
- Expand statewide relationships
- Ensure charitable investments benefit industry partners
- Highlight emerging industry leaders and industry leaders of color

### STRENGTHEN ORGANIZATIONAL CAPACITY

- Build robust, diverse volunteer leadership
- Invest in staff learning and development
- Invest in tools that better support the organization
- Develop new opportunities to generate operating revenue

## Values – In All Things We Will

Put relationships first | Create memorable, joyful experiences | Celebrate generosity  
Work toward a diverse, inclusive community | Strive for excellence | Embrace learning and be open to change