Developing Agri-Tourism in the Ramona Valley AVA
Creating Partnerships
Introducing an “AVA”

- American Viticultural Area
- Equivalent to an “Appellation” or “DOC”
- Good grapes => good wine => good reputation
- Granted to the Ramona Valley in 2006
- Unique climate, soil, altitude, history

a “Name for the Dirt”
The 14th year of the RVVA

- Ramona Valley AVA
- Over 30 member wineries and 22 tasting rooms
- New county “tiered winery ordinance” replaces untouched Prohibition Era regulations
- Award winning wines!
  - Gold, Double Gold and Best of Class
  - Internationally recognized wine competitions
    - Finger Lakes
    - San Francisco Chronicle
    - Toast of the Coast
    - Sonoma Harvest Festival
    - Orange County Fair
Enjoying Wine in the Ramona Valley

- Good wine
- Personable winemakers
- Beautiful views
- Close by but definitely “country”
The Ramona H.E.A.R.T. Mural Project’s mission is to encourage economic vitality by increasing tourism, promoting community pride, and celebrating our rich cultural heritage through an outstanding outdoor visual arts program.
Ramona – A Celebration of San Diego Heritage

• H = Historic buildings & Hiking trails
• E = Equestrian industry
• A = Arts & Antiques & Agriculture
• R = Rural country vistas and drives
• T = Tasting fine wines and cuisine

We need a reason for people who drive through Ramona to mountains & deserts to
15 Murals by June 2017
Art & Wine Festival
– Ramona Art Guild, RVVA &
H.E.A.R.T. Mural

Celebrating

Current Events
Your guide to what's happening in SoCal

2. Ramona Art and Wine Festival

This outdoor festival will feature local artists, wine, and food vendors. Attendees can browse and buy art from local artists, and enjoy wine and food. The festival will be held on Saturday, August 26, from 10 a.m. to 6 p.m., at the Ramona Community Center, 251 W. Main St., Ramona. For more information, visit ramonaartwinefestival.com.

3. Field of Honor

A Field of Honor is a display of American flags to honor those who have served in the military. The display will be located at the Ramona Community Center, 251 W. Main St., Ramona. The Field of Honor will be up through the Labor Day weekend. For more information, visit fieldofhonor.org.

4. The Christmas Company: A Holiday Toast

Join the Christmas Company for a holiday toast. The event will feature live music, a cocktail小时, and festive decorations. The event will be held on December 10, from 7 p.m. to 10 p.m., at the Ramona Community Center, 251 W. Main St., Ramona. For more information, visit thechristmascompany.org.

5. Chancllorsville Parade of Lights

This annual parade will feature floats, music, and a festive atmosphere. The parade will be held on December 3, at 7 p.m., in Channahonsville. For more information, visit channahonsvilleparade.com.
& Painted Barrel Auction

Artists' Painted Wine Barrels Displayed at Ramona, Poway Businesses
Previewed for Auction at Ramona Art & Wine Festival, November 5, 2016
http://www.ramonaaartandwinefest.net

Sponsor: Hatfield Creek Winery, 1625 Highway 78, Ramona
Artist: Casey Buanaugurio

Sponsor: Chris Anderson REALTOR®
Displayed at Starbucks, 1315 Main St, Ramona
Artist: Jackie Neal

Sponsor: Walter Andersen Nursery, 12755 Danielson Ct., Poway
Artist: Lynette Brodow

Sponsor: Boll Weevil restaurant, 2548 Main St., Ramona
Artist: Lyn Feudner

Sponsor: San Vicente Resort, 24157 San Vicente Rd., Ramona
Artist: Pamela Wilder

Sponsor: D'Carlos Restaurant, 1347 Main St., Ramona
Artist: Tracey Weinzapfel Studios
Ag Tourism SWOT Analysis

**Strengths:**
- Cooperative efforts
- Good leadership
- Qualified volunteers (grant writers, PR, lobbyists, business leaders)
- Appreciative community

**Weaknesses:**
- Not enough money or volunteers, NO staff

**Opportunities:**
- Grants provide capital and momentum
- Revise County Regulations which are currently onerous

**Threats:** ??