

~~An Introduction to the Paso Robles Wine Country Alliance Interactive Web Map~~

a case of using GIS
for marketing

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- ▶ Introductions
- ▶ Vineyard Mapping and Project Overview
- ▶ Project Objective
- ▶ Project Requirement & Scope
- ▶ Data Creation
- ▶ Feedback to date
- ▶ Possible Enhancements

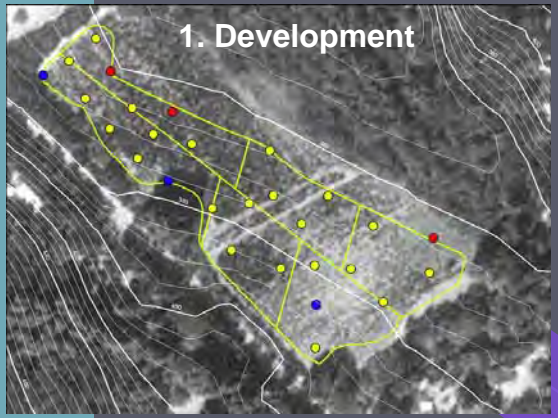


Mike Bobbitt & Associates

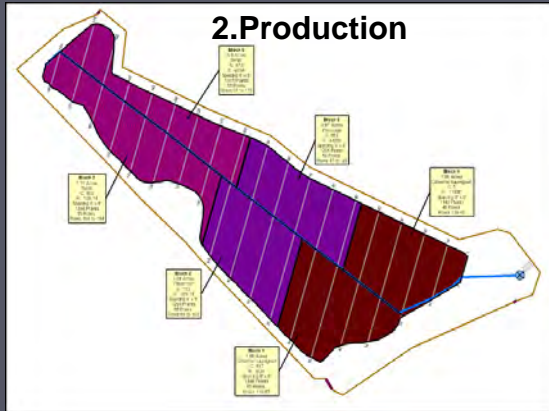
- ▶ 10 Year old vineyard mapping and database consultants with offices in Sonoma and in Atascadero
- ▶ Specialize in GPS data capture, map production and GIS/Spatial database usage and training
- ▶ Clients include
 - ▶ Government, state and county agencies
 - ▶ Water districts
 - ▶ Non profit organizations
 - ▶ Winery Associations, Wineries, Vineyards and vineyard mgmt. companies
 - Over 500 vineyards mapped



Spatial Information Flow in Vineyards



Spatial analysis of physical and Chemical characteristics allow for maximizing fruit quality and farm ability though better design, ordering and installation



"Common" information between winegrowers and winemakers allows better farming practices and higher quality wines



Tools for showing unique qualities of a vineyard and the resulting wines



Wine Associations

- ▶ Member based marketing/policy groups for Agricultural, Regional or Wine Style based members
 - Examples
 - ▶ Regional -SLO Vintners, SB Co. Vintners
 - ▶ Agriculture -CCVT – promoting sustainable farming
 - ▶ Wine Styles – ZAP, Rhone Rangers
 - ▶ Policy - CAWG - advocate for farmers, providing leadership on public policies, research and education programs



Current Associations Maps

- ▶ Typically they are static maps (if any maps at all)
 - Not much depth of info
 - Not very efficient for updating
- ▶ If they have any interactivity they tend to be wine centric rather than vineyard centric
 - Point features only
 - Poor Geocoding in rural areas



Previous projects – CQA - 2003



- ▶ The Carneros Quality Alliance put regional information and members viticulture information on-line in order to share information between them
- ▶ Sections of this information can be seen by the public



Things learned from this project

Was ahead of it's time

- Digital data and technology was limited
- Internet connectivity was limited
- Data updating was neglected
- Not as much interest in detailed info by consumers at that point
- Time to create data and implement project was probably 5x's today's implementation
- Limited audience for the dollars



Paso Robles Wine Country Alliance (PRWCA)

- ▶ A cooperative marketing alliance made up of Paso Robles Wine Country wineries, vineyards and related businesses



Wineries Versus Growers

Two types of members

- Wineries
 - ▶ Produce wine
 - ▶ Some have vineyards
 - ▶ Some have tasting rooms

- Growers
 - ▶ Produce grapes for sell to wineries



166 Wineries/Wine brands

- ▶ Some with tasting rooms
some without

210 Vineyard members

- ▶ Some overlap with the
166 wineries

Existing pasowine.com site

- ▶ Proven to be the main way people found wineries individual websites
- ▶ Very focused on supporting Winery members
- ▶ Not a lot of focus on the Growers and vineyards



The screenshot displays the pasowine.com website. At the top, a dark red navigation bar contains the following menus:

- Paso Robles**: History, Geography, Climate, AVA Map
- Wineries**: Winery Profiles, Varietals Produced, Wine Tasting Map, Accolades, Owners & Production, Wine Directory
- Vineyards**: Vineyard Profiles, Varietals Grown, Buy Paso
- Event Calendar**: Wine Country Events, Grand Tasting Tour, Zinfandel Festival, Wine Festival, Harvest Wine Weekend
- Media Center**: Wine Country Press, Member Press, Press Kit, California Wine Facts, Economic Impact

The main banner features the text "distinct different PASO ROBLES" above a photograph of wine barrels. Below the banner is a navigation bar with links: About Us, Business Listings, Members Only, Classifieds, FAQs, and a Search box.

The main content area is divided into several sections:

- TOURING**: Includes links for Directions to Paso Robles, Wine Directory (Varietals available in Paso Robles tasting rooms), Wine Tasting Map (Plan your wine tasting route from home!), and Visitor's Directory (Places to stay, stuff to eat, etc.).
- CURRENT EVENTS**: Titled "Paso Robles Wine Country Events", it states: "The summer is full of events at the individual wineries. Everything from ballroom dancing to barbecue's there is sure to be an event that will pique your interest. [Click here to be taken to our list of winery events.](#)"
- TODAY'S FORECAST**: For Monday, July 28, it reports: "TODAY: Sunny, pleasant after areas of morning low clouds dissipate. Highs, middle 70s to middle 80s. Afternoon sea breeze to 25 mph. TONIGHT: Clear and cool with areas of low clouds developing by dawn. Lows,"

A small advertisement for a new branding campaign is also visible, with a note: "Click here to see a presentation of our new branding campaign. Flash player 8.0 or greater required."

Existing on line maps



▶ Tasting Room Map



▶ AVA Map




Existing Vineyard Profile Page

▶ Limited info

- Name
- Text Area
- Logo
- Contact info

▶ Very neglected



The screenshot shows a website page for the Paso Robles Wine Country Alliance. The header includes navigation links for Paso Robles, Wineries, Vineyards, Event Calendar, and Media Center. The main content area is titled "VINEYARD PROFILES" and features a profile for AmByth Estate. The profile includes text about their farming practices, wine production, and philosophy, along with a decorative logo for AmByth Estate. To the right of the profile is a sidebar with "VINEYARDS" information, including "Varietals Grown" and "Grapes Available". At the bottom of the sidebar are contact details for Phillip Hart & Mary Morwood Hart, including mailing and vineyard addresses, phone, fax, and web site information.

Paso Robles
History
Geography
Climate
AVA Map

Wineries
Winery Profiles
Varietals Produced
Wine Tasting Map
Accolades
Wine Directory

Vineyards
Vineyard Profiles
Varietals Grown
Buy Paso

Event Calendar
Wine Country Events
Grand Tasting Tour
Zinfandel Festival
Wine Festival
Harvest Wine Weekend
CRAVE - A Paso Robles Wine Experience

Media Center
Wine Country Press
Member Press
Press Kit
California Wine Facts
Economic Impact

THE CLUSTER

About Us Business Listings Members Only Classifieds FAQ's Search TOURING

VINEYARD PROFILES

AmByth Estate 2006

OUR FARMING: Biodynamic. Dry Farmed. Head Trained. Steep Hillside. Organic.
OUR WINE: 100% Estate. Unfiltered. Unfined. Native Yeasts. Biodynamic.
OUR PHILOSOPHY: A Love of the Land. A Joy of Life.

AmByth Estate is Paso Robles' first and only Demeter certified Biodynamic vineyard and winery. The vineyards consist of over 20 acres planted to Rhone varietals, and an additional acre each of Sangiovese and Tempranillo. Interspersed throughout the vineyards are over 650 olive trees, all of Spanish varietals.

AmByth Estate believes in producing 100% estate wine that are made with minimal intervention. We do not use additives to manipulate the fruit that comes from the vineyards. We also strive to produce wine that is lower in alcohol levels, so that we have drinkable wines which create that magical harmony between food and wine.

Varietals Grown

VINEYARDS

:: Varietals Grown
:: Grapes Available

Contact
Phillip Hart & Mary Morwood Hart

Mailing Address
510 Sequoia Lane
Templeton, CA 93465

Vineyard Address
510 Sequoia Lane
Templeton, CA 93465

Phone
805.305.9497

Fax
805.980.4497

Web Site
www.ambythestate.com

Email
mary@ambythestate.com

Home | [Contact Us](#)

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Project Objective

To allow visitors to Pasowine.com locate the vineyards/vines/tasting room of interest interactively and find rich, detailed info about the vineyards and tasting rooms

Target Audience

- Consumers
- Wine press and educators
- Wineries looking for grapes
- Other Wine Professionals



Pasowine.com

demo



The Team

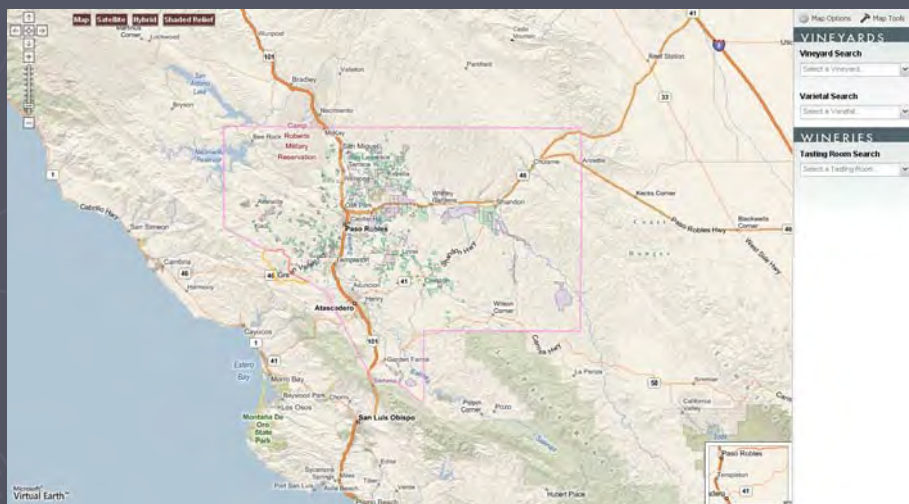
- ▶ Clever Concepts –Templeton, Ca
 - Web hosting and development
 - Database design
- ▶ Kraftwerk Design inc – SLO, Ca
 - Web/Graphic Design
- ▶ Mike Bobbitt & Associates – Atascadero, Ca
 - Data creation and updating
- ▶ Moosepoint Technologies – Sonoma, Ca
 - Web Mapping Wizards
- ▶ PRWCA Board of Directors
 - Industry advisors/the bosses



Project Scope

Phase 1

- Interactive Regional AVA map
 - ▶ Vineyard footprints and contiguous blocks
 - ▶ Tasting rooms
 - ▶ Search capabilities
- Individual Interactive Vineyard maps for vineyard profile pages
 - ▶ Vineyard footprints and contiguous blocks



Project Scope

Phase 2

- Individual Interactive Vineyard maps for vineyard profile pages
 - ▶ block detail capabilities
 - ▶ Identify block information
 - ▶ Symbolized by Variety
- Individual Interactive Tasting Room Maps for winery profiles pages
- Member data editing capabilities



EDIT VINEYARD - STILL WATERS

Block	Acres	Varietal	Clone	Rootstock	Trellis	Spacing	Planted	Grafted	
1a	0	Sauvignon Blanc	01	5BB	Vertical Shoot Position	10 x 5	1996	2003	Edit
1b	0	Viognier	01	5BB		10 x 5	1996	23	Edit
1c	0	Pinot Grigio	146	5BB		10 x 5	1996	2003	Edit
1e.1	0	Chardonnay	76	5BB		10 x 5	1996	2003	Edit
1e.2	0	Chardonnay	76	5BB		10 x 5	1996	2005	Edit
1f	0	Viognier	01	5BB		10 x 5	1996	2005	Edit
1g	0	Sauvignon Blanc	01	5BB		10 x 5	1996	2005	Edit
2a	0	Syrah	Noir	5BB		10 x 5	1996	2003	Edit
2b	0	Malbec	09	5BB		10 x 5	1996	2003	Edit
2c	0	Cabernet Franc	312	5BB		10 x 5	1996	2003	Edit
2d	0	Malbec	09	5BB		10 x 5	1996	2005	Edit
2e	0	Viognier	01	5BB		10 x 5	1996	2005	Edit



Technical Requirements

- ▶ Integrate with legacy database located on ISP servers
 - To allow members to utilize existing info updating procedures
- ▶ Integrate maps into current website and hosting

All this concurrent with site overhaul!!



Two Main Components

▶ Data

- Base map data
- Vineyard data

▶ Application

- Spatial Database Management
- User interface
- Data update



Data Components

Base Map Data (Moosepoint)

- Roads, Satellite, Hybrid, Shaded Relief (Bing)
- AVA Boundaries and Vineyards (MB&A hosted by Moosepoint)
- Blocks (MB&A hosted by Moosepoint in SQL Server 2008 and KML)
- USGS Topo Maps (Microsoft - WMS)
- Contour Lines (Geography Network - WMS)



Data Components

Vineyard Data (MB&A)

- Vineyard Footprints and ownership/name

- Block data (MB&A)
 - ▶ Prepared by MB&A with help from each member
 - ▶ Bulk of the data derived from aerial photos
 - ▶ Viticulture (Block) info from members
 - ▶ Identified Attributes include: AVA, Organic?, Certifications (Organic, Sustainable) Block Acres Plant Spacing, Row Spacing, Variety, Clone, Rootstock, Trellis Type, Row Orientation, Planting date, Grafting date, Grape Availability



Tools used for data collection

Software

- ▶ Google Earth
- ▶ ArcView
- ▶ Google

References

- ▶ SLO County Crops layer – SLO datafinder
- ▶ SLO County Interactive GIS Map
- ▶ Data
- ▶ ArcGIS data online



Steps in Vineyard Outline Data Creation

1. Find the vineyard
 - Using Google searches, Google earth and SLO Crops data
2. Determine the extent of the vineyard
 - Using SLO County Interactive Map Parcel data
3. Digitize contiguous blocks and merge into multifeature polygon
 - Arc View and ArcGIS data Online
4. Create "footprint"
 - Trace tool with offset
5. Attribute the vineyard features with existing unique id from database



Data Created to date

1,535 polygons for 234 vineyards

Steps in Tasting Room Data Creation

1. Find the Tasting Room
 - Using Google earth searches
2. Create Placemarks in GE
3. Convert .kml to shapefile
4. Add Unique ID



Data Created to date

143 points

Steps in Creating Block Data

1. Member prints vineyard outline from pasowine.com and marks block breaks and block numbers
2. Sends in excel spreadsheet of Viticulture info
3. MB&A breaks up existing blocks and attribute by block number
4. Joins data from spreadsheet



Timeline

- ▶ September 2008 – project approval
- ▶ November 2008
 - Vineyards and tasting rooms Digitized
 - AVA Map on pasowine.com
- ▶ December 2008
 - Vineyard Profile maps on pasowine.com
- ▶ June 2009
 - Project completed with new site launch



Benefits

- ▶ Better user experience for Pasowine.com
- ▶ Increases perception of a wine region on the rise
- ▶ Accurate vineyard info for research and marketing
- ▶ Information sharing will highlight “best of breed” practices and increase quality throughout region
- ▶ Lowers the barrier to entry of a web based map presence for PRWGA members
- ▶ Tool for wineries to find grapes
- ▶ Great future expandability



How Has it Been Received?

"This site, for the Paso Robles region of California, is particularly alive and fun. The home page just about vibrates with the excitement of the area and offers all sorts of great teasers—who wouldn't want to read more about the Winemakers' Cookoff?"

Here's our favorite part: Click on the "AVA Map" tab. From there, you can easily find a vineyard, a varietal or a tasting room. Then click on a winery and you can find an entire winery profile, including every variety the vineyard grows and how much of it, along with a "Virtual Earth" map to get a better sense of where the vineyards are located."

*Article By Dorothy J. Gaiter and John Brecher
June 6th, Wall Street Journal*



Possible Add-ons

- ▶ 3d Viewer (Google Earth)
- ▶ StreetView (Google Maps)
- ▶ Tasting Room Locator
- ▶ Trip Planner for Paso Visitors
- ▶ Inclusion of Associate members (hotels, restaurants etc.)
- ▶ Delivery to Mobile Devices
- ▶ Allow users to create their own spatial data (block outlines)

