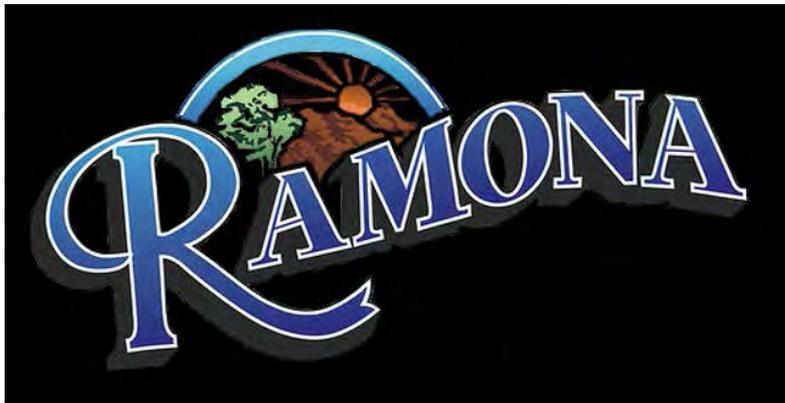


Developing Agri-Tourism in the Ramona Valley AVA



Creating Partnerships

RAMONA
HEART
MURALS



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 BVVA Wineries



Ramona H.E.A.R.T. Mural Project Mission Statement

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

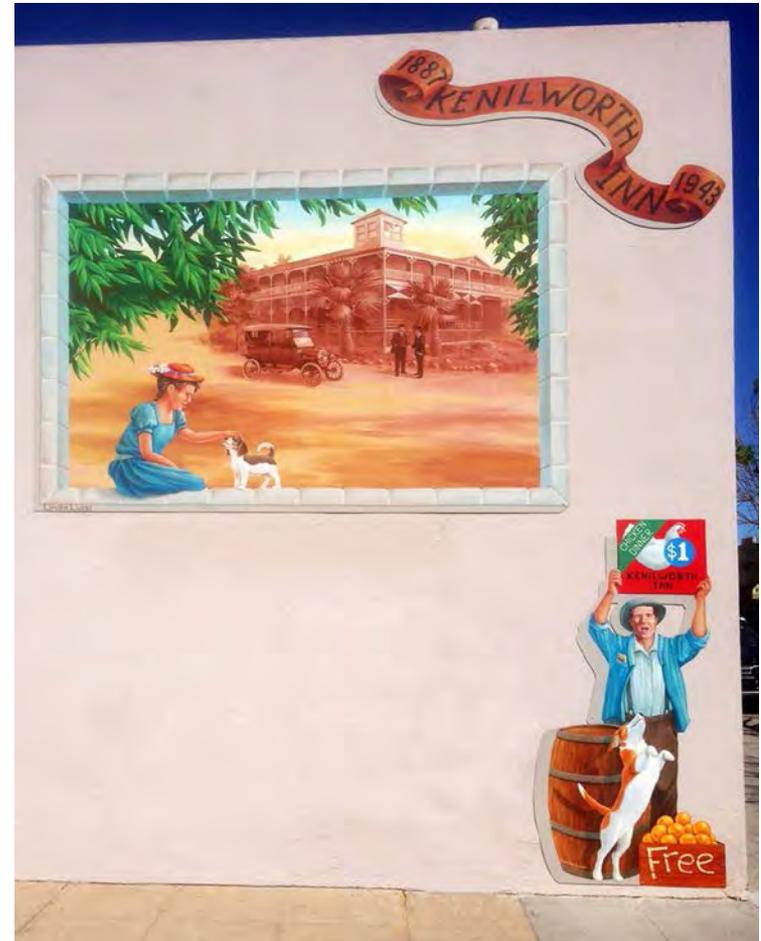
We need a reason for people who drive through Ramona to mountains & deserts to



15 Murals by June 2017



For this and other designs please refer to the scale model.









Art & Wine Festival

– Ramona Art Guild, RVVA & H.E.A.R.T. Mural



Current Events
Your guide to what's happening in SoCal

5 WORTH THE DRIVE
BY ANNETTE WINTER

2 Ramona Art and Wine Festival
NOV. 8 Sip award-winning local wine, munch on treats from local chefs, and browse and buy art in a variety of media from 32 artists in the streets who country. Classical and jazz musicians keep the mood relaxed. A live auction for six hand-painted wine barrels benefits the Ramona HEART Mural Project. Don't miss the murals on display in Ramona Old Town, Regent Ranch, Ramona. (760) 715-1575; ramonawinefestival.net

3 Field of Honor
NOV. 5-12 More than 2,000 American flags decorate a city park during a week-long salute to the nation's veterans. Visit the Local Heroes section dedicated to Californians who lost their lives in the line of duty and see the newly completed Veterans Memorial. Other events include a 5K run, a candlelight concert, a Veterans Day parade, and a final salute ceremony to mark the burning of more than 300 tattered or damaged flags. Maricopa Town Square Park, Murietta. (951) 704-2622; murietakidsheroes.com

4 The Christmas Company: A Holiday Toast
NOV. 18-19 Your Christmas gift-giving can produce twice the smiles when you shop at this holiday event, where proceeds fund local programs serving at-risk families and children. Browse booths specializing in holiday decor, food, clothing, or plants, and then check out Christmas in Monte Carlo Casino Night, Fancy Nancy tea parties, and Girls Night Out. Be sure to keep Saturday afternoon free for Santa's Visit. Parking is \$8 (cash only). Orange County Fair and Event Center, Costa Mesa. (949) 261-6322; jcc.org

5 Channel Islands Parade of Lights
DEC. 10 Snow is in the forecast for the year's parade—or less in the kids' view—but skies will be clear by 7 p.m., when Santa and his reindeer fly overhead and scores of festively lit boats ply the waters along the harbor parks and walkways. A full day of fun sets the tone, with a holiday artists' market, live music, and exhibitor booths. Want to host your own boat? Check out local charter options. Channel Islands Harbor Conard. (805) 973-5199; channelislands harbor.org

1 Día de los Muertos
NOV. 2 The evening Day of the Dead celebration in Los Angeles offers traditional music, food, folkloric dances, and the backdrop for a "graveyard" where families can create altars honoring their deceased loved ones. The festivities, which start at 6 p.m., are preceded by a procession from Estrella Park at 5 p.m. 20th Street Theatre, L.A. (213) 445-6516; 20thstreet.org

STUFF HAPPENS: Like most things in life, event details can change. Before piling into your car, be sure to check an event's website or give them a call to get the latest info. And don't forget to designate a driver if you plan to drink at an event that serves alcohol.

76 Westways | NOVEMBER/DECEMBER 2014

AAA.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.ramonaartandwinefest.net>



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



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



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



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: Tracy 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: ??