

By: Madla, Estes

S.C.R. No. 19

1 SENATE CONCURRENT RESOLUTION

2 WHEREAS, In recognition of both the direct and indirect
3 revenues that could be generated for the state by a robust wine
4 industry, Lt. Governor Dewhurst charged the Senate Committee on
5 Intergovernmental Relations Committee of the 78th Legislature to
6 study and make recommendations relating to the development of the
7 Texas wine producing industry; assess the impact of state and
8 federal laws on the shipment and delivery of wine; and make
9 recommendations for increasing the economic impact of the wine
10 producing industry in Texas; and

11 WHEREAS, The Senate Committee on Intergovernmental Relations
12 found that Texas has all the elements necessary to be a competitive
13 force in the national and international wine industries; the Texas
14 wine producing industry could prove to be a stellar economic
15 generator for the state of Texas; with the proper policies in place,
16 the Texas wine producing industry is positioned to boom within the
17 next 5 to 10 years; although progress has been made throughout the
18 years, insufficient funding and budget reductions for new and
19 existing education, training, and research hinder the development
20 of the industry; and the lack of a consistent, coordinated, and
21 centralized effort among industry stakeholders and public policy
22 makers to develop appropriate programs and policies; explore,
23 develop and access relevant funding streams; and communicate
24 concerns and needs to appropriate parties impedes the development

1 of this industry to its full potential;

2 WHEREAS, It is difficult to compete successfully in a market
3 if there is no clear picture of the status of the competition; and

4 WHEREAS, Although there is a great deal of data available
5 regarding wine industries throughout the United States, there are
6 also great inconsistencies in what data is collected, how it is
7 collected and compiled, what resources are used, what standards are
8 used, what time frames are employed, and in what form the data is
9 published; and

10 WHEREAS, An annual posting of comparable data from those
11 states in closest competition with Texas should prove to be a
12 valuable tool to our wine industry; now, therefore be it

13 RESOLVED, That the 79th Legislature of the State of Texas
14 hereby respectfully request the Texas Wine Marketing Research
15 Institute at Texas Tech University, to include in its data
16 collection and reporting, as funding and information resources
17 allow, a basic comparison of the economic impacts of the Texas,
18 California, New York, Washington State, Oregon, North Carolina,
19 Virginia, and other closely competitive wine industries. The data
20 to be compared should be published annually and include for each
21 state:

22 1) the number of wineries permitted by the U.S. Alcohol and
23 Tobacco Tax and Trade Bureaus (TTB);

24 2) the amount of wine produced, as reported to the TTB;

25 3) total wine sales;

26 4) excise, sales and franchise taxes paid;

27 5) the number of wine grape-growers;

- 1 6) total wine grape acreage;
- 2 7) grape production as reported by the USDA;
- 3 8) the value of the wine grapes grown;
- 4 9) the number of Full-time Equivalent wine industry jobs;
- 5 10) total wages paid;
- 6 11) revenues from wine-related tourism;
- 7 12) the estimated number of visitors;
- 8 13) charitable contributions made;
- 9 14) total economic impact; and
- 10 15) any other information that would prove valuable to the
- 11 Texas wine industry.