



The Barossa Council



GRAPEVINE TEXAS SISTER CITY DELEGATION REPORT SEPTEMBER 2023

BACKGROUND

Following the signing of the intention to enter into a Sister City Accord with the City of Grapevine, Texas during their visit in April 2023, the Barossa Council was invited to attend Grapevine's premier event, GrapeFest 2023, in September to sign the official Sister City Accord.

The Sister City relationship is based on an alignment of our core values, with both cities incredibly passionate about preserving and upholding character, traditions and cultural identity. We are also equally aspirational about our future and the ways in which we can innovate and diversify to maintain our international brand and build a region that is vibrant, sustainable and owns its place in a global marketplace.

Mayor Bim Lange, Jo Moen, Acting CEO The Barossa Council, Scott Hazeldine, CEO Barossa Australia, and a delegation of Barossa Winemakers travelled to the City of Grapevine, Texas from 12th to 18th of September to attend GrapeFest 2023 and facilitate the official signing of a Sister City Accord between the two local government entities.

A comprehensive itinerary of events, site visits and networking opportunities were curated for The Barossa Council Delegation over the five day visit providing an opportunity to develop key relationships with City of Grapevine Council Officials, Staff, Business Leaders, representatives from Rotary, Volunteer Groups, the Education Sector and the Tourism/Conference/Hotel industry, Texas government officials and sister city delegates from Scotland and Mexico to provide a platform for future conversations and collaborations in the pursuit of education, tourism, trade, cultural and innovation outcomes.

In addition to key contacts made with Texas stakeholders, Barossa's delegates also capitalised on the opportunity to establish strong connections with delegates attending Grapefest from the City of Grapevine's other sister cities including West Lothian, Scotland and Parras de la Fuente, Mexico.

Representatives from Barossa Australia and the contingent of Barossa Wineries were also afforded a range of media, education, networking and promotional opportunities as a result of being showcased as a featured wine region at GrapeFest 2023.

2023 Delegation

The Barossa Council

Mayor Michael 'Bim' Lange

Joanne Moen, Acting CEO

Barossa Australia

Scott Hazeldene, CEO

Wineries

Stuart Bourne – Barossa Bourne, Soul Growers

Cam Ashmead – Elderton Wines

Vanesa Lambert – Lambert Estate Wines

Keith Hentschke – Hentley Farm

Henry Hudson & Andy Wedge – Kalleske Wines

Chris Spangler – Pewsey Vale Vineyards & Yalumba

Heathvale Wines

GRAPEVINE BY THE NUMBERS

Grapevine – Vintage Texas

- ★ Host to Dallas Fort Worth International (DFW) Airport -1,800 plus daily flights around the globe and within four hours of any city in the US, Mexico and Canada.
- ★ 10 minutes from DFW International Airport to Historic Downtown.
- ★ Over 17 million visitors per year.
- ★ 20 hotels, 5,907 hotel rooms & suites and 1 million square feet of meeting space.
- ★ 30 plus boutiques/shops on historic main street and 200 plus restaurants.
- ★ 20 plus cultural sites and attractions and 8,000 acres of fun on Lake Grapevine.

GrapeFest 2023

-  Largest wine festival in the Southwest of USA.
-  246,000 people attended the 37th Annual GrapeFest four day festival.
-  8 Barossa Wine Brands Participated in the event.
-  7,000 plus attendees visited the International Wine Experience area.
-  Approximately 15,488 x 60ml glasses of Barossa wine were poured to consumers
-  105 Dozen wines were sold.
-  97 people attended the two Barossa Masterclasses.
-  51 (41% of total) volunteers partook in the online Barossa Wine School “Explorer” and “Adventurer” courses
-  31.2 million media impressions across TV and radio.
-  Approximately 60 million social media ‘impressions’ about Barossa and our wines.
-  14 tourism trade and media appointments secured by Barossa Australia with several media articles on the Barossa expected to follow.

CITY OF GRAPEVINE SUMMARY



Grapevine, Texas established in 1844 is in the northeast Tarrant County of Texas. It's known for its restored 19th- and 20th-century buildings and authentic Texas charm.

The City represents the best of what Texas has to offer: a thriving historic downtown, an active and vibrant community, fantastic shopping, dining, and entertainment, and a coveted school district in the centre of one of the fastest-growing metropolitan areas in the country. Grapevine sits in the centre of the Dallas-Fort Worth (DFW) metroplex with direct access to seven major highways as well as DFW International Airport and the TEXRail commuter line, providing unparalleled connection to Fort Worth now and Dallas by 2024.

Grapevine uses a council-manager government, consisting of an elected city council, composed of the mayor and six at-large council members, with a city manager appointed by the council. Mayor William D Tate is the current Mayor and Mr Bruno Rumbelow is the City Manager.

In addition to services traditionally managed by local government in South Australia, The City of Grapevine also manages water supply, housing, birth and death certificates, municipal court services, and emergency services.

The City of Grapevine Community Profile

The City of Grapevine Estimated Resident Population is 52,017, across 21,720 households.

The City of Grapevine's median age is 37.81, the median household income is \$66,780 USD (\$105,766 AUD), and the unemployment rate is approximately 4.35%.

The city has a total labour force of 33,275 and draws from a broader labour force of 1,648,122 people with an average commute time of 23 minutes and access to one of the nation's top passenger & cargo airports.

Location and Boundaries

Grapevine is a city located in northeast Tarrant County, Texas, United States, with minor portions extending into Dallas County and Denton County. The city is located in the Mid-Cities suburban region between Dallas and Fort Worth and includes a larger portion of Dallas/Fort Worth International Airport than other cities.

The City of Grapevine has a total area of 35.9 square miles (93 km²), of which 32.3 sq mi (84 km²) are land and 3.6 sq mi (9.3 km²) are covered by water.

Name Origin

The City takes its name from the wild mustang grapes that grew abundantly across the area.

Settlement History

In October 1843, General Sam Houston and fellow Republic of Texas Commissioners camped at Tah-Wah-Karro Creek, also known as Grape Vine Springs, to meet with leaders of 10 Indian nations. This meeting culminated in the signing of a treaty of "peace, friendship, and commerce," which opened the area for homesteaders. The settlement that emerged was named Grape Vine due to its location on the appropriately-named Grape Vine Prairie near Grape Vine Springs, both names in homage to the wild grapes that grew in the area. Grapevine is the oldest settlement in Tarrant County, dating back to 1844 when Texas was a republic before statehood in 1845.

The first recorded white settlement in what would become the modern city occurred in the late 1840s and early 1850s. General Richard Montgomery Gano owned property near Grape Vine and helped organize the early settlement against Comanche raiding parties before leading his band of volunteers to battle in the American Civil War. Growth during the 19th century was slow but steady; by 1890, Grape Vine had about 800 residents supported by such amenities as a newspaper, a public school, several cotton gins, a post office, and railroad service. The settlement made continued gains early in the 20th century and on January 12, 1914, the post office altered the town's name to one word: Grapevine.

On Easter Sunday, April 1, 1934, Henry Methvin, an associate of Bonnie Parker and Clyde Barrow, killed two police officers, E.B. Wheeler, and H.D. Murphy, during an altercation near Grapevine.

Grapevine's population fell during the interwar period, as the economy stagnated, though the city was officially incorporated in 1936. Cotton was the primary crop for Grapevine until the early 20th century when it was overtaken by cantaloupe farms that accounted for 25,000 acres. For several decades, until the early 1970s, the Rotary Club sign outside of town boasted Grapevine as the "Cantaloupe Capital of the World". Population growth and economic gains resumed to some extent in the decades after World War II. The opening of Dallas–Fort Worth International Airport in 1974 spurred massive development. Grapevine depended heavily upon agricultural production prior to the mid-20th century but transformed into a regional center of commerce because of its proximity to the airport's north entrance.

In recent years, several wineries have opened in Grapevine, and the city has been active in maintaining its historic downtown corridor.

Economy

Grapevine's economy is largely centred around travel and tourism, although those sectors also promote strong growth in other areas such as entertainment, retail trade, and transportation. Travelers arriving to and departing from Dallas/Fort Worth International Airport make up the majority of the city's visitors. The Gaylord Texan and Great Wolf Lodge are the two biggest hotels

in Grapevine and among the biggest in the Metroplex. The hotels also have large convention centres and entertainment venues. In 2020, Coury Hospitality launched Hotel Vin, a new boutique hotel attached to the recently finished TEXRail station.

Nearby Grapevine Mills Mall is a regional outlet shopping centre with many amenities, including a movie theatre. Embassy Suites Grapevine and the DFW Lakes Hilton complex also lay adjacent to Grapevine Mills and Bass Pro Shops.

In addition to these areas, Main Street in historic downtown Grapevine is a popular attraction. Public amenities like City Hall, the Grapevine Convention and Visitor's Bureau, the city library, public parks, and a recreation centre are located on Main Street, nestled in between a wealth of small businesses. These include antique stores, restaurants, bars, theatres, and many specialty shops. The Grapevine Vintage Railroad follows a historic route between Grapevine and the Fort Worth Stockyards, departing from a station on South Main Street. The city is also the home of several wineries and tasting rooms including Umbra Winery as well as the Texas Wine and Grape Growers Association.

According to the City's 2022 Annual Comprehensive Financial Report, the city's top employers are:

#	Employer	# of Employees
1	Gaylord Texan Resort	2000
2	Dallas/Fort Worth International Airport	1980
3	Grapevine Colleyville Independent School District	1700
4	Paycom	900
5	City of Grapevine	700
6	Baylor Medical	660
7	Great Wolf Lodge	600
8	Hyatt Regency DFW	500
9	Texas Toyota of Grapevine	350
10	American Warranty Service	340

Sister Cities

-  [Krems an der Donau](#), Austria (since 1999)
-  [Parras de la Fuente](#), Mexico (since 1996)
-  [Linlithgow, West Lothian](#), Scotland (since 2008)
-  [The Barossa Council](#), Australia (since 2023)

PROGRAM

Day 1 - Tuesday, 12 September 2023

Flight Arrival at Dallas Fort Worth Airport at 4.30pm

Activity	Notes
Dinner at Grapevine's Historic Lancaster Theatre	Met Council Elected Members, Sister City Board and City Staff Members

Day 2 - Wednesday, 13 September 2023

Activity	Notes
9/11 Flight Crew Memorial, Vineyards Campground & Cabins and Scott's Landing Marina	Tour of key sites of interest 9/11 Flight Crew Memorial 9/11 Families for a Safe & Strong America (911familiesforamerica.org) Grapevine Resort The Vineyards Campground and Cabins Scott's Landing Marina, Grapevine - Waterview Marinas
Grapevine Convention & Visitors Bureau Headquarters	 The Grapevine Convention & Visitors Bureau is wholly managed under the City Council Governance structure and acts as the promotional arm of the City of Grapevine and is responsible for actively selling, marketing and publicizing

	Grapevine globally. The Bureau promotes the city's hotels, meeting facilities, historic and family attractions, festivals and events, dining establishments and retail businesses to the group meetings and leisure markets.
Peace Circle	The Peace Circle is an interpretation of a moment in time of a meeting of Republic of Texas President Sam Houston and 10 American Indian chiefs/captains on the Grape Vine Prairie in 1843. The work of public art features 11 bronze statues standing 1.25 percent larger than life size, representing Republic of Texas President Sam Houston and American Indian chiefs/captains from the Delaware, Chickasaw, Waco, Tawakoni, Keechi, Caddo, Anadarko, Ioni, Biloxi and Cherokee Nations.  Sister city delegates received a warm welcome and blessing at the Peace Circle. In addition to a historical overview by Mayor Tate, the ceremony included the Wyandotte Thanksgiving Address, shared by Sallie Cotter Andrews, Wyandotte Nation, followed by a Blessing by Eddie Sandoval, Apache Nation and a song by Leslie Thunderhawk and his family, Rosebud Sioux Nation.

Grapevine main and Observation Tower and Harvest Hall

[Grapevine Main Station](#) is a \$114-million-dollar public/private sector transit-oriented development project. Located at the intersection of Main Street and Dallas Road in Historic Downtown Grapevine, the 42,000-square-foot rail station consists of Harvest Hall, a European-style food hall with seven globally-inspired kitchens; Third Rail, an indoor/outdoor entertainment and event venue; 38,000-square-foot expansive outdoor Plaza; and a 150-foot-tall Observation Tower with 360-degree views of the city and beyond all connected to Hotel Vin, a six-story, 120-room Marriott Autograph Collection property and a 552-space parking garage.



Grapevine Rotary Meeting & Lunch



Barossa was warmly welcomed by the Grapevine Texas Rotary Club who are a key partner in the Grapevine Sister City Program.

Walking Tour Of Main Street Attractions	Tour of key sites of interest including Cotton Belt Historic District, Vintage Railroad, Sunday Skaters public art, Bull Lion Winery, The Calaboose – Grapevine's first Jail, Tolbert's Winery and Gazebo. #1 - Walking Tour: 701 S. Main St., Cotton Belt Railroad District (grapevinetexasusa.com) Grapevine Calaboose Historical Marker (hmdb.org) Home - Tolbert's (tolbertsrestaurant.com)
Messina Hof Winery	Group Tasting with Paul Bonarrigo of Messina Hof Winery  Paul Vincent and Merrill Bonarrigo founded Messina Hof in 1977 with the express purpose of merging Old World hospitality, New World ambition, and the potential of Texas grapes. Now helmed by Paul Mitchell and Karen Bonarrigo, Messina Hof has become the most award-winning winery in the Lone Star State and one of the largest producers of 100% Texas wine. Situated mere blocks from Grapevine Lake, Messina Hof Grapevine Winery is located in Historic Downtown Grapevine. The Wallis Hotel facility is our first urban winery, and it features multiple tasting areas with 40 different wines, premium flights, wine on tap, delectable small plates, wine accessories, and multiple event spaces.

Grapevine Golf Course

Etched into the rolling hills of [Grapevine, Texas, Cowboys Golf Club](#) is distinguished as the first and only NFL-themed golf club in the world, and one of the region's only all-inclusive world-class resort golf properties. The club is open to the public seven days a week for golf, dining, hospitality and private events, ranging from weddings and golf tournaments to corporate outings, fundraising galas, business meetings, holiday parties and other special occasions.



Grapevine's Hop and Sting Brewing Company

At [Hop and Sting Brewing Company](#) they brew high quality, small batch, craft ales and lagers which will be available in both draft and packaged forms. We are dedicated to producing only the highest quality beers, based on a foundation of education, experience, discipline, and attention to detail.

Grapevine's local brewery Hop & Sting has an extensive line of charity beers, each benefiting local organizations. With Fire Engine Red, which supports local firefighters, Miracle Wheat, which benefits Miracle League, and Dixon's Series, which benefits Dallas Pets Alive, it's safe to say the brewery has a dedication to giving back. Hop & Sting donates \$0.50 of every pint, and \$1 of every six-pack sold in the taproom, plus 5% of offsite sales of these featured beers, to its associated group.

**Dinner at
Farina's
Winery and
Cafe**



[Farina's Winery and Café](#) is located within the festival district and while Barossa delegates networked with Grapevine City Staff, West Lothian Sister City Representatives and Grapevine Colleyville School District Representatives they were able to watch Council staff and volunteers facilitate Festival Load-in/set up.

Day 3 - Thursday, 14 September 2023

Activity	Notes
Grapefest Event Headquarters	Acting CEO, Jo Moen spent the morning getting a 'behind the scenes' insight into the City of Grapevine's event management model during the set up of GrapeFest 2023. Meetings were held with the City of Grapevine's Volunteer Coordinator, Event Sponsorship Manager and key volunteers along with a tour of the volunteer hub, entry gate setup, sponsorship activations, fundraising stalls, stage areas and various ticketed areas within the main event precinct. 
Mayor's Brunch at the Grapevine CVB Grand Hall - Appreciation breakfast/Brunch	The Mayor's Brunch is an annual reception during GrapeFest which gives recognition to Volunteers and Sponsors. The focus in 2023 was the City of Grapevine Sister City Program which has been running for 27 years. 

**Sister City
Friendship Hall
Barossa Wall
Unveiling**

The Barossa Council's honorary wall within the City of Grapevine's Sister City Friendship Hall was unveiled at a ceremony officiated by Paul W McCallum, Executive Director of the Grapevine Convention & Visitors Bureau.



**GCISD
(Grapevine
Colleyville
Independent
School District)
Tour**

The delegation received a tour of Grapevine High School's Technology Education and Career Centre, Farmers Federation of America – Agricultural Education Program, Fine Arts, STEM, Culinary School, Mustang Activity Centre and Mustang-Panther Stadium providing an insight into the education system within Grapevine, Texas.

[Grapevine-Colleyville Independent School District | Home \(gcisd.net\)](#)

[Mustang Panther Stadium | Grapevine-Colleyville Independent School District \(gcisd.net\)](#)

Tour REC & Senior Centre

The Grapevine Rec is a multi-generational recreation facility offering youth programs, a variety of fitness classes, a large gym, squash courts, basketball courts, an elevated running track, meeting/training rooms, a function room, a senior citizen activity room, creche, kids free play area and Aquatic centre under the same roof. The REC Aquatic Centre offers 4 lap lanes, a current channel, floatables, hot tub, dry sauna, 2 tower slides, and 2 basketball goals. There is also a state of the art play structure for small children.

[The REC of Grapevine - GoGrapevine](#)

[Active Adults 55 & Better - GoGrapevine](#)



Sister City Friendship Dinner

Delegates enjoyed a networking dinner with key city staff, elected members, volunteers and families performing host duties for West Lothian Students on exchange with the City of Grapevine. Entertainment was provided by the West Lothian Pipe Band and Grapevine Colleyville Independent School District Timberline Folkloric Dancers.



Day 4 - Friday, 15 September 2023

Activity	Notes
Oak Grove Park & Soccer, Softball and Baseball Complex Visit & Botanical Gardens Tour	Oak Grove Park sits on 40-acres of land along the southern shores of Lake Grapevine. This is the largest park on the lake and includes a marina, restaurant, three boat ramps, running trails, and plenty of picnic and play areas. Delegates also toured the Ballfield, Soccer and Softball Complexes and Botanical Gardens. Oak Grove Baseball Complex - GoGrapevine Oak Grove Soccer Complex - GoGrapevine Grapevine Botanical Gardens at Heritage Park - GoGrapevine  

Dove Waterpark

Dove Waterpark offers 2 slides, a diving board, a lily pad crossing, and a zero-depth entry, perfect for the littlest of swimmers. The pool was originally a very similar design to the Nuriootpa pool and was facing similar challenges associated with the integrity of the pool shell and capacity to meet modern service level standards. The City of Grapevine invested in the upgrade of the facility, and it operates under very similar conditions to The Barossa Council's outdoor pool during the warmer months.

[Dove Waterpark - GoGrapevine](#)



**Meetings
with City of
Grapevine
Staff**

Delegates met Public Works Staff, toured the City Hall and the Mayor's Office and met with City Manager Bruno Rumbelow and Deputy City Manager Jennifer Hibbs.

[Grapevine, TX - Official Website](https://www.grapevinetexas.gov/) | [Official Website \(grapevinetexas.gov\)](https://www.grapevinetexas.gov/)



**Texas BBQ
Dinner &
Games at
Grapevine's
Historic Nash
Farm.**

Delegates learnt about Grapevine and the city's heritage by visiting Nash Farm for a BBQ dinner and entertainment. Purchased by Thomas Jefferson Nash in 1859, this historic landmark brings history to life through exhibits, interpretive programs and touchable displays.

[Nash Farm In Grapevine Texas](https://www.grapevinetexasusa.com/) | [Events, Programs & Tours \(grapevinetexasusa.com\)](https://www.grapevinetexasusa.com/)



Chicken N Pickle

Chicken N Pickle is an indoor/outdoor entertainment complex combining a casual, chef-driven restaurant and sports bar with pickleball courts and a variety of yard games. The Populous design combines Chicken N Pickle's farm-to-table offerings with an eye toward community and togetherness. To maximize visibility and engagement for all guests, the design takes inspiration from the American town square, arranging all activations around a central tree-lined courtyard at the heart of the experience. Meant to be the centre of the shared guest experience, the yard functions as a multidimensional space that can transform throughout the year for outdoor games, live music, watch parties, winter ice skating and more.

[Grapevine - Chicken N Pickle](#)

Pickleball is a racket or paddle sport in which two or four players hit a perforated, hollow plastic ball with paddles over a 34-inch-high net until one side is unable to return the ball or commits an infraction.

The sport has a huge following in the US and was first played in South Australia in late 2019. Pickleball SA adopted its constitution in June 2020 and received financial support from a number of Council's in the development of pickleball in SA, including:

City of Port Adelaide Enfield
City of Playford
City of Burnside
City of Tea Tree Gully
Alexandrina Council
Office for Ageing Well
Office for Recreation, Sport and Racing



Activity	Notes
Grape Stomp	Mayor Lange and Acting CEO, Jo Moen participated in the 2023 Mayoral GrapeStomp competition against their Sister City rivals with the South Aussie team producing more juice than not just their counterparts from City of Grapevine, Scotland and Mexico, but also all other Local Government teams from neighbouring cities in Texas! The competition, featuring costumes from each country, was a great opportunity to build festival goers interest in Australia and more specifically the Barossa, with our Crocodile Hunteresque outfits and inflatable Kangaroo and Crocodile being a major hit with the crowds.  

GrapeFest Festival

The 37th annual GrapeFest saw more than 240,000 wine lovers gather in Grapevine, Texas to celebrate all things vino.

Grapevine's historic Main Street was closed to traffic for the four-day event, which included wine tasting, charcuterie and candle-making workshops, live music, festival food, live entertainment, market stalls and GrapeStomp comps

Barossa wineries, including Elderton Wines, Heathvale Wines, Hentley Farm Wines, Kalleske Wines, Lambert Estate Wines, Soul Growers, Yalumba and Pewsey Vale Vineyard were featured alongside Qantas, the official international airline of GrapeFest.



Official Sister City Signing of Accords & Sister City Reception at Grapevine City Hall

On Saturday 16 September, the Sister City Accord between City of Grapevine and the Barossa Council was signed at a formal ceremony formalising the relationship between the two cities.

In addition to Mayor William D Tate, Mayor Pro Tem Darlene Freed, Elected Members and City executive staff, the signing ceremony was also attended by Texas Secretary of State, Jane Nelson; Regina Johnson, Deputy Director – Americas, South Australian Department for Trade and Investment; Christina Staib, President, Australian American Chamber of Commerce; Bruce and Rene Herndon, The Barossa Valley Sister City Chairs; Dr Brad Schnautz, Superintendent, Grapevine Independent School District; Dr Paul Sikes, Director of Fine Arts, Grapevine Independent School District. The above co-signed the Sister City Accord and it was also signed by Abby Vastine – Grapevine High School and Harris Cameron, West Lothian Schools Pipe Band.



During the signing ceremony, in testimony of the entering of the accord, Texas Secretary of State, Jane Nelson presented Mayor Lange with a formal certificate from the Office of the Secretary of State featuring the Secretary's signature and seal of the State of Texas. Secretary Nelson extended the support of the State of Texas to the Barossa and endorsed the intent to foster trade, investment and mutual growth and the shared commitment to promote each other as world-class destinations to visit and live.

The signing ceremony was followed by a civic reception where gifts were exchanged further cementing the relationship.

The City of Grapevine gifted The Barossa Council a Bronze Statue depicting Grapevine's Historical Night Watchman. The Night Watchman stands proudly atop City Hall and was the front-runner to Grapevine's modern-day police force. The history of the Night Watchman began in 1907, the year the Town of Grapevine voted to incorporate as a city. The first elected official positions were established including the Mayor, five Aldermen and a City Marshall (also called the Night Watchman). The first Night Watchman was William Maddison Bennett, the maternal grandfather of Mayor William D Tate.

The Night Watchman's primary duty was to check that the exterior doors of all the buildings on Main Street were locked each night. In addition, he was the dog catcher and checked the safety of water wells. He was always faithful, a friend and trustworthy.

In 1997 when Grapevine's new City Hall building was constructed, it was determined that a statue of Grapevine Night Watchman with his shining lantern would be the perfect emblem to go on the new building. Built by artist Jack Bryant, the statue is eight feet tall and weighs 640 pounds. The Grapevine Night Watchman statue is one of the City's finest monuments, commemorating service above self, and celebrating the wonderful hometown of Grapevine.





Following the receipt of the Bronze Night Watchman statue, Mayor Lange officially presented the Barossa Council's sister city gift to Mayor Tate and the City of Grapevine. The City of Grapevine was gifted a replica of The Barossa Council 'Vessel Earth' statue.

Vessel-Earth takes its inspiration from the living soil below. It is both a symbol of the Barossa region's connectedness to the earth and its people's relationship with the land. Its colours and banding reflecting the earth and soil forming processes at this location.

Vessel-Earth displays the mottled and pale colours which indicate prolonged wetness at depth and the long weathering history of the underlying rock, a dark surface layer highlighting the build-up of organic materials in the topsoil, and the rich red subsoil.

Vessel-Earth represents one of many soil profiles that occur in the region. This diversity is reflected in the numerous *terroirs* and wine characteristics of the Barossa.



The above photo was taken in April 2023, in the Barossa South Australia, during the ceremony to sign the Official Intention to Sign a Sister City Accord.

Day 6 - Sunday, 17 September 2023

Venue	Notes
Qantas Barossa Giveaway Winner Announced	In celebration of this historic and momentous occasion Grapevine Convention and Visitors Bureau, Barossa and Qantas Airways teamed up to offer the chance to win a once-in-a-lifetime trip to Barossa, Australia. The prize package included: • Two round-trip tickets from DFW International Airport to Adelaide, South Australia • One-night stay at Pullman Adelaide upon arrival in Adelaide • Luxury transfer from Adelaide to Barossa • Four-night stay at Novotel Barossa Valley Resort, including breakfast for two • One day private touring in Barossa, profiling wineries featured at the 37th annual GrapeFest • Luxury transfer from Barossa to Adelaide • One-night stay at Pullman Adelaide prior to departure All that participants had to do to enter was find the Qantas booth at GrapeFest, sign up for a chance to win and wait for the announcement on Sunday 17 September at 5 p.m. at the Qantas Airways booth. Mayor Lange selected the winner from the draw and made the official announcement as the four day festival came to a conclusion. 

Day 7 - Monday, 18 September 2023

Flight Departure at Dallas Fort Worth Airport at 7.30pm

Venue	Notes
Meeting with Regina Johnson, Deputy Director, Americas - Houston, SA Department for Trade and Investment	South Australian Government Connections: • Council delegates met with Ms Regina Johnson, Deputy Director, Americas - Houston, SA Department for Trade and Investment whilst in Texas. • Ms Johnson discussed opportunities for collaboration between The Barossa Council and her office to further enhance outcomes generated from the Council's relationship with the City of Grapevine. • The Barossa Council is also committed to working with the Department in South Australia and its Houston office to facilitate opportunities for Barossa exporters, importers and distributors to penetrate the US more broadly. 

WINE DELEGATION REFLECTIONS

The Barossa Council's Sister City relationship with the City of Grapevine has been met with significant support from Barossa Australia and those wineries who attended Grapefest 2023.

"Strong regional partnerships such as those between Barossa Australia, Barossa Council and the Grapevine Convention and Visitor Bureau have been crucial in bringing this opportunity to fruition. It has been particularly pleasing to work with those partners to provide a long term and ongoing opportunity for Barossa winemakers to continue to increase their presence in the market and develop meaningful relationships on the ground in Texas."

Scott Hazeldine – Barossa Australia

Barossa Australia has a well established relationship with the City of Grapevine and has been a featured wine region in previous years, however the formalisation of our region's connection to the City provides a deeply promising opportunity to establish a regular presence at Grapefest and to leverage off the City of Grapevine's support to grow the presence of Barossa Wines in Texas.

"Probably the most broad reaching and cost effective Australian wine promotional activity targeted at consumers held internationally for many years".

Keith Hentschke – Hentley Farm

"The Grapevine Festival completely exceeded my expectations. Not only did we pour through a lot of wine, but we also greatly furthered the interests of the Barossa in one of the world's key markets. I would not hesitate to return. It was also excellent to see the Sister City partnership between the Barossa and Grapevine that lead to further benefits – both culturally and commercially".

Cameron Ashmead – Elderton Wines

Those wineries who represented the Barossa at the 2023 GrapeFest event unanimously agree that they would return for future activations.

"GrapeFest in Texas has shown me on a grand scale beyond my imagination, exactly what the power and reach of a hugely successful wine festival can have – and the Barossa's position as a Sister City with Grapevine TX has given us an enviable position to take full advantage of this - and to push into a market that we have always had great hope for".

Stuart Bourne – Barossa Bourne, Soul Growers

The Barossa Council Delegates appreciated the collective effort and show of support from our wine industry partners in advocating for our region and increasing our presence and reach during the Sister City visit.

"Showcasing wines directly to consumers is not something that is typically available in the biggest wine market in the world, so this was an incredible opportunity! Over the four days of GrapeFest the number of people that learned about the Barossa, tasted our wines and I was able to share the Lambert Estate story with was huge! The signing of the sister city agreement makes our relationship with Texas stronger, giving the Barossa a huge opportunity to learn from them, grow and for them to fall in love with our wines!"

Vanesa Lambert – Lambert Estate Wines

FINANCIAL ANALYSIS

City of Grapevine Visit - Cost to Council

Expense Type	Council Cost
Mayor Flight - Adelaide to Sydney, Sydney to Dallas Fort Worth Return – Premium Economy*	\$8,410.92
Acting CEO Flight – Adelaide to Sydney, Sydney to Dallas Fort Worth Return – Premium Economy*	\$8,410.92
Gifts for dignitaries and City of Grapevine Officials / Packaging / Freight	\$1,150.93
Mayor US Travel Visa	\$33.07
Adelaide Airport Long Term Parking	\$149.00
Barossa Region Promotion/Council Information Cards	\$198.40
Incidentals – Council Branded Clothing Items & Hat	\$97.92
TOTAL	\$18,451.16

In addition to the above direct allocated costs, Council also incurred salary costs associated with the Acting Chief Executive Officer's time in travelling to Grapevine and attending events and engagements in accordance with the provided itinerary.

* Flights for the Mayor and Acting CEO were funded from existing budget allocations in accordance with the Employee Travel and Accommodation Policy and Elected Members Allowances and Benefits Policy.

Note - Council's delegation received a free upgrade to business class on the return trip between Dallas Fort Worth and Sydney courtesy of Qantas who was a major sponsor of the 2023 GrapeFest event.

GRAPEVINE VISIT – KEY TAKEAWAYS

Summary

During the September 2023 visit to Grapevine, Texas, Council's delegates developed key relationships with City of Grapevine Council officials, staff, business leaders and representatives from Rotary, volunteer groups, the education sector and the Tourism/Conference/Hotel industry along with embedded South Australian Department for Trade and Investment staff, and Australian American Chamber of Commerce and Texas Government representatives, to provide a platform for future conversations and collaborations in the pursuit of education, tourism, trade, cultural and innovation outcomes.

The overarching takeaway from the visit for both Council and Barossa Australia representatives is that visitor experience and hospitality is key. The entire tourism and economic strategy within the City of Grapevine centres around creating an authentic experience (food, wine, tourism accommodation, main street and civic architecture, history, art, cultural activities, recreation, heritage sites, events) for both visitors and the community around the concept of 'Vintage Texas' along with a deep commitment to hospitality – the city's strategy is based on food, drink, somewhere to stay and something to do.

The City is also deeply committed to fostering friendships, mutual regard, and understanding among the citizens of both their community and internationally communities like ours, West Lothian, Scotland, Parras de la Fuente, Mexico and Krems an der Donau, Austria via formal sister city relationship. This friendship extends to the sharing of insight into economic development and governance strategy and the opening of avenues for growth in trade and investment for mutual benefit.

The success and longevity of Sister City relationships within the City of Grapevine is assured through sound and well-resourced governance arrangements including dedicated program management by City Staff, formal oversight committees composed of elected officials, community leaders and volunteers, revenue raising arrangements and vibrant networks and relationships with key education, industry, business and community representatives and groups. Seeing the operation of the sister city program in Grapevine firsthand validated The Barossa Council's recently adopted Sister City Policy settings and will guide the development of Terms of Reference for Council's soon to be establish Section 41 Sister City Committee.

In addition to the above insights, several key themes emerged in the delegation's broader observations during the visit as presented below.

City Identity

- A clear, agreed and consistent understanding of your city or region's identity is critical. Grapevine has established its core identity around Vintage Texas. This identity is reinforced across public infrastructure, commercial and residential architecture, tourist attractions and activities, public art, etc.
- The city has enshrined its commitment to its identity (which is connected to liveability, heritage, culture, economic prosperity, tourism appeal, brand and community connection) via city ordinance (by-law) which is discussed in more detail below.
- This identify is further reinforced in tourism strategies, public infrastructure plans, economic development plans and heritage and culture strategies and there is a tangible collective feeling that local government, businesses and residents are all in this together and equally committed to celebrating their place and ensuring its prosperity.

- There is an opportunity for The Barossa Council and our community to consider this concept and its value to our region in the review of the Community Plan and future guidelines around Council civic infrastructure development and other commercial development along with broader diversification of the economic environment.

Tourism and Visitor Economy

- Tourism and visitor experience shaping should be based on an understanding of the natural and built assets that make us special – what icons are within our ranks, what incredible buildings and structures do we have, where do our richest stories and historical experiences lay, where can you get a taste of the environment?
- If we are targeting the US market, which involves a significant period of travel, there is also a need to design curated experiences that capitalise on the offerings of South Australia more broadly rather than just the Barossa to create a holistic experience (ie Beach hills, wildlife, wine, outback) and one that makes the extended travel period worth both the time and financial investment. Premium wine experiences can be sourced across a range of international regions at a lower cost and in a more time effective manner which means we need to offer something that those regions can't. A clear understanding of the limited leave entitlements for US travellers, normally limited to approximately two-week vacation periods, is also a critical success factor in the market approach and product development.
- Family friendly is a core principle in sustaining visitation and liveability. The City of Grapevine has specifically targeted families and has a range of family friendly hotels (including Great Wolf a water park themed hotel aimed at children) along with family friendly activities and attractions throughout the city.
- Public transport networks are critical to bringing workers in to sustain high levels of employment within tourism and hospitality industries which are traditionally lower paying and impacted by housing affordability. The City of Grapevine has invested heavily in bringing a commuter rail network to the city to service its tourism and hospitality workforce.
- Feedback was received that indicated that consideration needs to be given to our visitor's preferences and expectations – The Barossa needs to think like an American to inform hotel and accommodation design if we are intending to increase visitation from the US.
- Consideration should also be given to the activation of the Barossa's night tourism/night-time economy – for example the encouragement of tasting rooms in township Main Streets, live music festivals and activations and events that draw in overnight visitors.
- A key strategy capitalised on by the City of Grapevine has been a targeted and sustained campaign over many years to cater to, attract and retain the convention industry. This is potential growth and investment area for the Barossa with current supply gaps in South Australia's convention and conference facilities in tourist regions.
- Based on the above observations and opportunities The Barossa Council and its tourism and economic development partners may seek to give consideration to both funding and seeking State Government financial support to fast-track tourism product development to generate better economic and community returns and to assist in the attraction of regional events, investment and regional activation.
- Consideration should also be given to the identification of solutions to public transport constraints currently inherent within the Barossa and its subsequent impact on visitor experience.
- In alignment with the above observations, there is also an opportunity to explore options for supporting the existing work of Barossa Australia to capitalise on the SA Tourism

Commission's previous marketing campaign around WOW (Wine, Outback, Wilderness). The basis of this and subsequent campaigns is the development of curated experiences. In addition to Barossa Australia's exploration of packaged and curated experiences in partnership with other tourist regions of SA and its focus on increasing diversity of product for new tourism segments, the Regional Tourism Organisation is also seeking to protect the existing tourism dollar source (50+ age bracket enjoying premium wine experiences) to ensure the ongoing sustainability of this backbone of Barossa's tourist economy.

Arts and Culture

- The infusion of art that is aligned to the commercial brand and regional identity into public spaces, city buildings and community infrastructure is a key opportunity to celebrate heritage and diversity, honour historical achievements, practices and events, to create a sense of place and enhance the experience of visitors immersing themselves in the local culture.
- The City of Grapevine has a deep commitment to public art dating back many years. During the period when cities across the US were seeing a rapid influx in cell phone tower infrastructure, the City of Grapevine saw an opportunity to secure funds for public art through tower lease fees. As a result, the City approved the quarantining of all cell phone tower lease fees for public art and established a committee to oversee the expenditure of funds. This strategy has seen public art embedded throughout the city including historic main street, recreation centres, civic buildings, open spaces and sporting precincts.
- The Barossa Council does not have a current Arts and Culture Strategy or formal vision to guide the setting of priorities for driving arts and culture outcomes. Whilst the Council has committed to design outcomes associated with the currently unfunded Creative Industries Centre, there is an opportunity for a deep review of Council's Arts and Culture objectives and the development of an overarching forward focused strategy.
- Consideration should be given to the model implemented by the City of Grapevine in the shaping of a strategy that ensures that public art can contribute to the achievement of the outcomes outlined above whilst also drawing upon a sustainable funding source.

Heritage and History

- The City of Grapevine's identity is steeped in history and heritage. To protect, preserve and enhance its districts and landmarks of architectural, archaeological, cultural and historical importance the City approved a Grapevine Historic Preservation Ordinance in 1991. The purpose of the ordinance (Council By-Law) was to:
 - Protect and enhance the districts and landmarks which represent distinctive elements of Grapevine's historic architectural and cultural heritage;
 - Foster civic pride in accomplishments of the past;
 - Protect and enhance Grapevine's attractiveness to visitors and the support and stimulus to the economy thereby provided;
 - Insure the orderly, efficient and appropriate growth and development of grapevine;
 - Promote economic stability and prosperity of the community by encouraging the most appropriate use of such significant property in Grapevine; and
 - Stabilise and improve property values.
- The Ordinance was further revised in 2013 to address identified risks to the heritage objectives of the city and is supported by detailed design guidelines. The direct impact of the introduction of the Ordinance has been the achievement of a balance between the

preservation of the richness of the unique 'feel' of the city and appropriate infrastructure development and economic investment that enhances liveability and visitor experience.

- Another key strategy evident in Grapevine to support heritage and historical preservation is the implementation of quality interpretive signage at key attractions, thoughtful place naming (reference to historical figures and events), and township signage and way finding with tangible links to regional and individual village identity and commercial brand.
- Given the Barossa has a shared commitment to heritage and historical preservation whilst also enhancing liveability and visitor experience, there is an opportunity to review Council's planning and building policy settings and guidelines, asset and infrastructure design guidelines and its strategy and approach to public signage (township signage; key attractions and landmarks interpretive signage; and civic location and community facility signage) to ensure ongoing alignment with the Community and Council's vision for the region's commercial brand and grass roots identity.
- When designing Council's public signage strategy, consideration should also be given to sharing the stories of our first nations people in an integrated approach to interpretive signage design.

Events & Volunteerism

- The City of Grapevine's vibrancy and event sustainability is reliant on a deep commitment to volunteerism. According to the City of Grapevine, high levels of volunteerism are generated through creating a sense of pride in the city and a commitment to place.
- Volunteer engagement is also mobilised and strengthened via the use of appropriate incentives and rewards including honorariums, financial contributions to volunteer groups and clubs (ie groups and committees across schools, sporting clubs, charitable organisations, civic services etc) and complimentary participation in ticketed events.
- Active pursuit and securing of sponsorship opportunities is critical in elevating event offerings and supplementing City of Grapevine funds. Festivals and events can be broken down into component parts to provide layered sponsorship offerings for designated areas, activities and physical infrastructure for visual marketing. A sales orientation is required to leverage sponsorship opportunities and to develop long lasting sponsorship relationships.
- The City of Grapevine has a vibrant event calendar and offers a combination of free community events and large-scale ticketed events which are more commercial in nature. This diversity of event resourcing models allows for scalability and financial sustainability, particularly where the input costs are higher and require more coordination of volunteer effort, event infrastructure and planning and higher levels of risk management.
- The above learnings will inform and shape the development of Council's new Event Management Framework which is phased for delivery by June 2024. The framework, currently in draft form and due to be presented to Council early in 2024, will introduce new external and internal event management parameters that seek to strike a balance between ticketed regional events and free community events, to capitalise on opportunities for corporate sponsorship, to activate civic and community sites and assets and to drive up and sustain high levels of volunteerism.
- Consideration should also be given to strengthening relationships with community groups and volunteer organisations to partner on event activation and delivery and to defining roles and responsibilities for regional event management between Barossa Australia and

The Barossa Council to ensure the optimal use of resources and strategic oversight of major regional events.

Trade and Investment

- Public/private partnerships are an integral strategy in bringing in investment to enhance publicly funded infrastructure and initiatives. The City of Grapevine has several examples of successful public private partnerships including Grapevine Mills, which incorporates a train station, hotel and entertainment venue.
- A key economic enabler that the City of Grapevine has leveraged off to build a strong tourism and visitor industry is its proximity to Dallas Fort Worth International Airport. The city actively supported the establishment of the DFW airport within its boundaries, contributing land for that purpose in the 1970s thus ensuring easy access for large volumes of visitors and creating a source of stable employment for many of its residents.
- Texas is the fifth largest wine-producing state in the U.S. and with more than 470 wineries in the State, the wine industry contributes more than \$1.83 billion of economic impact. Against this backdrop Grapevine has served as a trendsetter in wine culture and a leader in the Texas wine industry with award-winning festivals celebrating the fruit of the vine as well as wineries and winemakers for more than 25 years. Grapevine has also been recognised as the headquarters of the Texas wine tasting experience, having invested in the establishment of a vibrant and growing urban wine trail which features daily wine tastings and special events throughout the year.
- The city also strategically positioned itself to cater for the meeting and convention industry with significant hotel accommodation offerings and a diverse range of small, medium, and large meeting spaces and convention centres which attract thousands of business and leisure visitors each year.
- In addition to its cultural, heritage and historical attractions, the city has built a diverse economic portfolio driving sustainability across its many sectors.
- There are many parallels in the economic profile for the Barossa and consideration could be given to opportunities to pursue conversations with the State Government regarding an airport facility (commercial passenger services and freight) within close proximity to the Barossa Valley. A strategic partnership to improve accessibility to the valley as well as stimulate jobs growth adjacent to the Concordia development may have merit.
- The active wine tasting, sales and festival offerings within Grapevine and its positioning as the Texas wine industry headquarters also offers the Barossa a valuable entry point to the US market. The opportunity to promote Barossa wines and establish trade connections has also been further strengthened via the City of Grapevine's commitment to featuring Barossa wines at its annual GrapeFest event.
- There is also an opportunity to explore whether there is a current South Australian regional convention centre industry supply gap and to validate whether this presents an avenue to expand the Barossa's tourism product in meeting any identified unmet demand.

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The Barossa Council delegates would like to extend our heartfelt gratitude and sincerest appreciation to the City of Grapevine, its staff, key stakeholders, businesses, volunteers and broader community for the exceptional hospitality and warmth extended to our delegation during our September 2023 visit.

We are deeply grateful for the meticulous planning, seamless execution, and the warm reception provided to our delegation. Your attention to detail ensured a comfortable and productive stay, allowing us to focus on our objectives and discussions.

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The genuine kindness and efforts put forth by all created an environment conducive to meaningful discussions and fruitful exchanges. The warmth and generosity shown to us left a lasting impression and undoubtedly strengthened the bond between our cities.

Once again, please accept our sincere thanks for your exceptional hospitality and commitment to ensuring our visit was a resounding success. We look forward to future collaborations and hope to once again reciprocate the same level of hospitality in the future.