

MARCH 5, 2026

Oregon Wine Board Meeting Agenda FINAL

Time	Topic	Documents	Leader
10:30 – 10:35 a.m. (5 minutes)	Public Board Meeting • Open meeting & welcome guests		Tiquette Bramlett
10:05 – 10:10 a.m. (5 minutes)	Board Meeting Minutes • January 21, 2026 minutes	• Jan. 21 Draft meeting minutes	Tiquette Bramlett
10:10 – 10:40 a.m. (30 minutes)	Finance Committee • FY2026-27 Budget – Vote required • Industry Grant Requests – Vote required	• FY2025-26 Budget • Industry Grant Requests	Sally Crawford Gina Bianco
10:30 – 10:40 a.m. (10 minutes)	IPC • Vote on Co-chair		Robert Moshier
10:40 – 11 a.m. (20 minutes)	Marketing & Communications • Marketing Committee Meeting • Oregon Wine Month • Public Relations Update		Carissa Cook Ben Engel
11 – 11:20 a.m. (20 minutes)	Research • Economic Impact Study • Erath Family Foundation • Research Committee Meeting		G. Bianco Greg Jones
11:20 – 11:30 a.m. (10 minutes)	Public Comment/Adjourn		Tiquette Bramlett

Board of Directors

Tiquette Bramlett, Cristina Gonzales, Dionne Irvine, Greg Jones, Austin Kraemer, Robert Moshier, Adam Ramirez, Andy Steinman

Absent

Ben Casteel

Staff

Gina Bianco, Carissa Cook, Sally Crawford, Ben Engel, Stacey Kohler



JANUARY 21, 2026

Board meeting minutes DRAFT

ATTENDEES

Board

Tiquette Bramlett, Ben Casteel, Dionne Irvine, Greg Jones, Austin Kraemer, Robert Moshier, Andy Steinman

Absent

Cristina Gonzales, Adam Ramirez

Staff

Gina Bianco, Sally Crawford, Carissa Cook, Ben Engel, Stacey Kohler, Jessica Willey

Guests

Jessica Blauert (OWA), Abby Gearing (NW Berry Foundation), Jana McKamey (OWA)

MEETING OPENING

Chair Emeritus Greg Jones called the Oregon Wine Board public meeting to order at 11:04 a.m.

Review of the meeting minutes

- The Board reviewed the meeting minutes from December 5, 2025.

MOTION: A. Kraemer moved that the December 5, 2025, meeting minutes be approved. D. Irvine seconded. The motion carried 5-0. (B. Casteel, and A. Steinman were not Board Directors in 2025, and C. Gonzales and A. Ramirez were absent from the meeting.)

Matters for Decision

FY2025-26 Budget

- S. Crawford outlined the three primary revenue streams:
 - Grape Assessment – paid by grape growers, winemakers, and some ag/cider producers
 - Privilege Tax - \$0.02 per gallon on wine sales
 - Symposium Revenue – structured to break even and not intended as a profit generator
- S. Crawford presented a proposed budget revision mainly driven by lower than budgeted revenue. Key factors contributing to the proposed revisions:
 - OLCC 2025 tonnage report is approximately 30% lower than 2024 during the same time period. OWB had originally budgeted this to be 20% lower than 2024.
 - 2024 harvest payments received July-Dec 2025 were lower than forecast.
 - Privilege tax revenue and symposium ticket sales are behind current budget.
 - Projected revenue is being revised from \$2.92 million to \$2.378 million.
 - She stated that the proposed budget continues to fund all key programs while reducing non-essential expenditures.
 - G. Bianco added that staff implemented deeper reductions than previously discussed, prioritized critical industry support, and engaged industry stakeholders to help inform spending adjustment.

- S. Crawford reviewed spending changes, noting the current budget reflects a planned use of \$870,000 in surplus income.
- The revised proposal may utilize up to \$93,000 of reserve funds.

MOTION: R. Moshier made a motion to approve the revisions and adjustments in the FY2025-26 budget as presented. A. Kraemer seconded. The motion carried 7-0.

Q2 FY2025-26 Financials

- S. Crawford presented Q2 financials (Oct–Dec):
 - The balance sheet is slightly lower than at the end of September.
 - The P&L shows revenue behind year-to-date budget for grape assessment and privilege tax.
 - The Oregon Wine Symposium revenue and expense will mainly be in 3Q financials.
 - Expenses are under budget.
 - There was a net usage of \$531,000 in Q2; with a beginning cash balance of \$1.76 million and ending cash of \$1.23 million.

MOTION: R. Moshier moved to approve the Q2 FY2025-26 financials. D. Irvine seconded. The motion carried 7-0.

Industry Grant requests

- G. Bianco presented an industry grant request:
 - Travel Medford is seeking \$10,000 for a familiarization tour tied to Savor Southern Oregon in June.
 - She reported that the OWB team supports it due to strong collaboration with regional partners (DMOs, Rogue Valley Vintners, and vendors), substantial in-kind and dollar support, and a clear use plan (media, travel, food, lodging, activities/entertainment), with Travel Medford contributing \$4,750.

MOTION: A. Steinman made a motion to approve Travel Medford's grant request for \$10,000. A. Kraemer seconded. The motion carried 7-0.

- The Board recommended a temporary deferral from approving the Umpqua Valley Winegrowers Association (UVWA) grant request for media buys that the association hosts throughout the year pending its leadership transition.
- The Board agreed to keep the industry grant requests open for FY2025-26 and if funding can be delayed until July, it could be included in the FY2026–27 budget line item, if OWB revenue projections allow.

ACTION: G. Bianco will work on language to be posted on the industry website that clarifies that applications are still being accepted, but funding may be limited until the next fiscal year.

Education

OWS

- J. Willey gave an update on the Oregon Wine Symposium:
 - The two-day symposium will provide a strong executive track and timely general sessions addressing challenges.
 - Ticket sales are roughly 10% down versus last year.
 - Revenue is slightly better due to a small price increase
 - Sponsorship dollars are \$85,000 versus a \$120,000 target, with a 25% improvement over 2025.

MEETING FINALIZATION

Chair Emeritus Greg Jones adjourned the Oregon Wine Board public meeting at 11:38 a.m.

JANUARY 21, 2026

Executive Session

10 – 11 a.m.

The Oregon Wine Board Directors met in an Executive Session and discussed:

- Financials
- Industry Grants
- Marketing Plan



MARCH 2026 BOARD PACKET

Finance Update

Prepared by: Sally Crawford

FY26-27 Proposed Budget

The initial budget cycle for FY26-27 has started:

- Proposed FY26-27 budget posted to the website February 10
- IPC Budget presentation and input session held February 17
- Public Budget Forum held February 19

The proposed budget incorporates minor expense updates from the posted budget: 61110 Grants for Vit & Enology to cover all ongoing projects and 64500 Rent to account for common area maintenance and proper accounting of lease.

Assuming a conservative surplus of \$75,000 from FY25-26 rolling to FY-26-27, the proposed budget utilizes \$190,000 of the \$900,000, or ~ 21%, of reserve funds to meet all budgeted expenses and execute on strategic programming.

A second budget cycle for FY26-27 will take place from June-August. This cycle will provide more insights into revenue from 2025 harvest and 2026 harvest forecasts. All revenue and expenses will be re-evaluated in the second budget cycle.

FY26-27
proposed
budget
v02.25

Income	
40000 REVENUE	
41000 Grape Assessment	1,680,000
42000 Privilege Tax	275,000
43000 Symposium	300,000
44000 Grant Revenue	
44100 Wine Country License Plate	50,000
Total 44000 Grant Revenue	50,000
81000 Interest	90
82000 Wine Cellar Valuation	
Total 40000 REVENUE	2,305,090
45000 Other Income	
Total Income	2,305,090
Gross Profit	2,305,090
Expenses	
61000 RESEARCH	
61100 Scientific Research	
61110 Grants for Vit & Enology	192,482
61120 Research Support	20,000
Total 61100 Scientific Research	212,482
61400 Insights and Data	30,000
61500 Industry Research	90,000
61900 Research Contractors	
61950 Research Committee Admin	
Total 61000 RESEARCH	332,482
62000 EDUCATION EXPENSES	
62100 Symposium	300,000
62200 Industry Resources	3,000
62300 Oregon Wine Education	20,000
62900 Education Contractors	
62950 Education Committee Admin	
Total 62000 EDUCATION EXPENSES	323,000
63000 MARKETING EXPENSES	
63100 Media-Digital Promotion	70,000
63110 Trade Programming	15,000
63120 Creative	30,000
63130 Events and Sponsorships	30,000
63140 Website Upgrade & Maintenance	20,000
63150 Wine Guide	12,000
63200 Public Relations	
63210 Media Analytics + Publications	20,000
63220 FAM Tours + Hosted Media	20,000
63230 Wine Reviewers	15,000
Total 63200 Public Relations	55,000
63400 Industry Grants	0
63500 WCLP Matching Funds	75,000
63600 International Marketing	
63610 Grant + Coalition Administration	90,000

FY26-27
proposed
budget
v02.25

63620 Program Support	10,000
63630 Grant Reimbursed Expenses	
63640 International Contractors	60,000
63650 IMEC Committee Admin	
Total 63600 International Marketing	160,000
63900 Marketing Contractors	60,000
63950 Marketing Committee Admin	
Total 63000 MARKETING EXPENSES	527,000
64000 GENERAL & ADMIN EXPENSES	
64100 Technology Equipment & Support	20,000
64150 Software Subscriptions	45,000
64200 Supplies & Fees	12,000
64250 Utilities	14,000
64300 Legal	17,500
64350 Wine Storage	2,500
64400 Board Administration	
64410 Board Travel & Meeting Expenses	20,000
64420 Director Compensation	7,500
Total 64400 Board Administration	27,500
64450 Membership and Dues	3,000
64500 Rent	
64510 Lease	76,000
64520 Tenant Rent Expenses	7,600
Total 64500 Rent	83,600
64600 Staff Administration	
64610 Travel	30,000
64620 Employee Development	6,000
Total 64600 Staff Administration	36,000
64650 Employee Compensation	1,100,000
64700 PTO Accrual	15,000
64900 G&A Contractors	30,000
Total 64000 GENERAL & ADMIN EXPENSES	1,406,100
Total Expenses	2,588,582
Net Operating Income	(283,492)
Net Income	(283,492)
Beginning Equity Balance	975,000
Non Cash Adjustments	
Deduct Wine Cellar Income	0
Add NonCash for PTO Accrual	15,000
Add NonCash for Lease Liability	3,150
Ending Equity Balance	709,658
Surplus (use of reserves) to next FY	(190,342)

OWB Industry Grant Application

Complete this form and email to info@oregonwine.org along with a current W-9. This application is not complete until a W-9 is submitted.

Date of Application: _____

Project Name: _____

Organization: _____

Is organization a non-profit with 501c status? _____

Provide details of the non-profit beneficiary of the project: _____

Collaborating Organizations (if any): _____

Project Start Date: _____

Project Completion Date: _____

Requested Grant amount (up to \$10,000): _____

Project Purpose, Description and Goals. Include details on how these funds benefit the wine community: _____

Contact Information of Applicant - Member of Board of Directors or Steering Committee

Grant Contact Name: _____

Grant Contact Email: _____

Grant Contact Phone: _____

Grant Check Payable to:

Organization Name: _____

Organization Address: _____

Organization City, State Zip Code: _____

Provide budget of the project including OWB Grant Funds and investment of other funds or in-kind:

Project Income	Cash	In-Kind
OWB Grant		
Total Project Income		
Project Expenses	Cash	In-Kind
Total Project Expenses		

By completing the signature line of this application, I certify this request has authorization from the requesting organization’s Board of Directors or similar governing body.

Applicant’s Signature: _____

Applicant’s Title: _____

INFORMATION TO BE COMPLETED BY OWB

Date Application Received: _____

Date W-9 Received: _____

OWB Staff Review Date: _____

OWB Board Review Date: _____

Approval by OWB Board: _____

Amount Approved: _____

OWB Grant #: _____



OWB Industry Grant Application Narrative

Project Purpose, Description and Goals. Include details on how these funds benefit the wine community:

Ahivoy seeks \$6,000 from the Oregon Wine Board to support a workforce development and industry engagement project that directly benefits Oregon's wine community by investing in the people who grow and produce Oregon wine. The project includes two connected activities: the graduation celebration for Ahivoy's 17-week Wine Industry Professional Training Program and a hole sponsorship at Ahivoy's annual golf tournament, both designed to strengthen workforce retention, professional advancement, and industry connection.

The Wine Industry Professional Training Program prepares vineyard stewards and winery employees for long-term careers within Oregon's wine industry through industry-specific education, professional skill-building, and direct connection to employers and mentors. Since its launch, Ahivoy has served 79 individuals across six cohorts, with 15 participants currently enrolled in the cohort that began on January 7, 2026. The program is supported by a network of approximately 50 vineyards and wineries across the Willamette Valley that actively encourage employee participation and share program outcomes within the industry.

The program graduation will take place on April 29, 2026, at Chemeketa's Northwest Wine Studies Center in Salem. The event will convene approximately 100 attendees, including program graduates, family members, vineyard and winery partners, mentors, board members, and industry supporters. The graduation will feature a presentation highlighting participant accomplishments, formal certification recognition, remarks from program presenters, and dedicated time for networking between graduates and industry leaders. Oregon wine will be served as part of the event, reinforcing the program's direct connection to the state's wine industry and celebrating the workforce behind it.

In addition to recognizing participant achievement, the project includes a \$2,500 hole sponsorship at Ahivoy's annual golf tournament fundraiser in June 2026. The tournament brings together hundreds of vineyard leaders, winemakers, and Oregon wine industry partners and provides a valuable opportunity for industry engagement and awareness. Sponsorship includes visible recognition through on-course signage, inclusion in event materials, and verbal acknowledgment, creating space to elevate conversations around workforce development, career pathways, and long-term industry sustainability. Funds raised through the tournament directly support Ahivoy's training programs and help sustain future cohorts.

The goals of this project are to:

- Recognize and celebrate the completion of Ahivoy's Wine Industry Professional Training Program by 15 participants, reinforcing the value of education and professional growth within Oregon's wine industry.



- Strengthen connections between program graduates and vineyard and winery leaders through an industry-centered graduation event held at Chemeketa's Northwest Wine Studies Center.
- Increase awareness of Ahivoy's workforce development efforts among vineyard owners, winemakers, and industry partners through visible participation in the annual golf tournament.
- Support the long-term sustainability of Oregon's wine workforce by generating resources and industry engagement that contribute to future training cohorts.

Together, these activities support a shared goal of building a skilled, connected, and resilient workforce for Oregon's wine industry. By celebrating program outcomes and engaging industry leaders in ongoing workforce conversations, this project highlights the importance of investing in people as a core component of Oregon wine's continued success.

OWB Industry Grant Application

Complete this form and email to info@oregonwine.org along with a current W-9. This application is not complete until a W-9 is submitted.

Date of Application: February 11, 2026

Project Name: Basalt Bash Barrel Auction

Organization: Rocks District Winegrowers

Is organization a non-profit with 501c status? Yes, 501(c) (6)

Provide details of the non-profit beneficiary of the project: This project will provide between \$75K and \$100K

to the Milton-Freewater Unified School District for mental and behavioral health programming/services.

Collaborating Organizations (if any): MF School District, MF Downtown Alliance, MF Community

Development Program, 32 local wineries, sponsors (providing financial support), partners (providing event support).

Project Start Date: Feb. 1, 2026

Project Completion Date: Sept. 1, 2026

Requested Grant amount (up to \$10,000): \$9,500

Project Purpose, Description and Goals. Include details on how these funds benefit the wine community: Goal: The project goal is to deliver a high quality, place-based destination travel experience in Milton-Freewater, OR.

The purpose of this project is to increase tourism, support the needs of industry partners, and support the mental and behavioral health needs of the MFSD. This two-day event is scheduled for July 24-25, 2026. It includes

free and ticketed events. High school students will participate in development of a marketing plan, data collection and art auction. Funds will purchases the services of two regional and eight travel/wine magazine journalists

who will highlight the unique characteristics of the globally distinctive wines of the Rocks District and the Basalt Bash providing national coverage for Oregon, The Rocks District of M-F AVA and the Walla Walla Valley. The project

contributes to the economic goals of the local community and the wine industry. It positions RDW to work with state agencies and local entities in efforts to attract and develop M-F into a wine destination of repute.

Contact Information of Applicant - Member of Board of Directors or Steering Committee

Grant Contact Name: Steve Robertson

Grant Contact Email: steve@delmaswines.com

Grant Contact Phone: 541-419-1718

Grant Check Payable to:

Organization Name: Rocks District Winegrowers

Organization Address: PO Box 89

Organization City, State Zip Code: Walla Walla, WA. 99362

Provide budget of the project including OWB Grant Funds and investment of other funds or in-kind:

Project Income	Cash	In-Kind
OWB Grant	9,500	1,500
		(MW Hotel)
Total Project Income	11,000	
Project Expenses	Cash	In-Kind
Expenses for 2 regional and 7 national /travel & wine industry journalists	9,500	1,500
(includes air travel, ground transportation, meals, lodging, mileage for 9 people)		(MW Hotel)
Total Project Expenses	11,000	

By completing the signature line of this application, I certify this request has authorization from the requesting organization’s Board of Directors or similar governing body.

Applicant’s Signature: Steve Robertson

Applicant’s Title: President, Rocks District Winegrowers

INFORMATION TO BE COMPLETED BY OWB

Date Application Received: 2/11/2026

Date W-9 Received: 2/11/2026

OWB Staff Review Date: 2/24/2026

OWB Board Review Date: 3/5/2026

Approval by OWB Board: _____

Amount Approved: _____

OWB Grant #: _____

OWB Industry Grant Application

Complete this form and email to info@oregonwine.org along with a current W-9. This application is not complete until a W-9 is submitted.

Date of Application: 12/22/2025

Project Name: Umpqua Valley Wine Event Marketing & Promotion

Organization: Umpqua Valley Winegrowers Association

Is organization a non-profit with 501c status? Yes

Provide details of the non-profit beneficiary of the project: The beneficiary will be the Umpqua Valley Winegrowers Association.

Collaborating Organizations (if any): KQEN radio/Lotus Media Group offers a non-profit match

Project Start Date: 1/1/2026

Project Completion Date: 11/29/2026

Requested Grant amount (up to \$10,000): \$10,000

Project Purpose, Description and Goals. Include details on how these funds benefit the wine community: This project will promote 5 annual events hosted by the Umpqua Valley Winegrowers Association, to drive additional attendees to the events—both local and from outside of the area. The 5 annual events include: Greatest of the Grape (March 7), Umpqua Valley Cellar Experience (April 17-19), Pairing Pass Weekend (a.k.a. Memorial Day Open House Weekend), Seven Feathers Wine Fest (June 27), and Winesgiving Weekend (a.k.a. Thanksgiving Open House Weekend). The funds will go towards hiring a contractor and an ad specialist to create, publish, and advertise the events on social media and regional radio stations with the goal of increasing ticket sales and building name recognition of the Umpqua Valley wine region. The contractor will also create press releases and pitch to regional NW media publications. Targeted areas include southern Washington, Northern California, Bend, Oregon metro and the Oregon Coast. Grant support from the OWB would give us the opportunity to maximize attendance, increase wine sales, elevate awareness of our still unknown wine region, and strengthen the long-term impact of Umpqua Valley Winegrowers Association events.

Contact Information of Applicant - Member of Board of Directors or Steering Committee

Grant Contact Name: Ali Rodgers

Grant Contact Email: info@UmpquaValleyWineries.org

Grant Contact Phone: (541) 375-0235

Grant Check Payable to:

Organization Name: Umpqua Valley Winegrowers Association

Organization Address: PO Box 447

Organization City, State Zip Code: Roseburg, OR 97470

Provide budget of the project including OWB Grant Funds and investment of other funds or in-kind:

Project Income	Cash	In-Kind
OWB Grant	\$10,000	
UVWA Contractor to create social media events, create ad content, and publish		\$1,600
UVWA Contractor for public relations outreach		\$600
Radio ad match from KQEN (Roseburg)		\$800
Total Project Income	\$10,000	\$3,000
Project Expenses	Cash	In-Kind
UVWA Contractor to create social media events, create ad content, and publish		\$1,600
Advertising specialist to help target ad buys	\$1,200	
Digital advertising (Facebook, Instagram, etc.)	\$5,200	
Radio ads on KLCC (\$800, Eugene), JPR (\$800, Rogue Valley), and local KQEN (\$800, Roseburg)	\$2,400	\$800
Print advertising and/or sponsored media content	\$1,200	
UVWA Contractor for public relations outreach		\$600
Note: Funding will be allocated to each outlet based on the targeted audience of each event.		
Total Project Expenses	\$10,000	\$3,000

By completing the signature line of this application, I certify this request has authorization from the requesting organization’s Board of Directors or similar governing body.

Applicant’s Signature: Ali Rodgers

Applicant’s Title: Executive Director

INFORMATION TO BE COMPLETED BY OWB

Date Application Received: 12/29/2025

Date W-9 Received: 12/29/2025

OWB Staff Review Date: 1/13/2026

OWB Board Review Date: 01/21/2026 & 03/05/2026

Approval by OWB Board: _____

Amount Approved: _____

OWB Grant #: _____



MARCH 2026 BOARD PACKET

Marketing & Communications Update

Prepared by: Carissa Cook

Industry Site & Communication Update

Strategic objectives

Communication that Connects: Effectively communicate with the Oregon wine industry

Overview

OWB staff have advanced the comprehensive reorganization and redesign of the industry website, with the project now approximately 95% complete. The updated structure is designed to improve usability, navigation, and content discoverability, while creating a stronger connection between website updates and The Grapevine.

Key enhancements include a new homepage-driven organizational structure, redesigned navigation menu, dedicated landing pages for each major section, and a new tagging system to improve searchability and content organization. In parallel, staff have developed a new communications process that connects Grapevine updates to dedicated landing pages on the industry site, allowing for more detailed and transparent information sharing.

Status

- New organizational structure activated and live on the homepage.
- Navigation menu redesigned for improved clarity and access.
- New landing pages developed for each primary section.
- “Resources” page renamed to “Search” to improve functionality and clarity.
- New “Opportunities” landing page created to centralize Calls for Wine, event participation, and other industry opportunities.
- New tagging system completed to enhance content organization and search functionality.
- Process established to connect Grapevine updates to dedicated landing pages for expanded information.

Next steps and timing

- Ongoing fine-tuning, cleanup, and detailed page edits across the site.
- Finalize updates to Grapevine structure and strengthen integration with the industry website.
- Continue refining content organization and maintenance processes throughout the fiscal year.

Fall/Holiday Campaign Update

Strategic objectives

Marketing that Breaks Through: Define and steward the Oregon Wine brand strategy.

- **15.2 million total impressions** generated during Q4.
- **4,490 media mentions** secured across national, regional, and trade outlets.
- **14% media response rate**, indicating strong receptivity to Oregon Wine pitching.
- **4,000 new social media followers** gained during the campaign period.



Overview

At the December board meeting, staff highlighted the launch and completion of OWB's Fall/Holiday campaigns: Come Over October - Share Your Oregon Story *and* Give Oregon Wine. Integrated efforts across paid media, earned media, social, broadcast, industry toolkits, and newsletters drove strong awareness and engagement during a highly competitive holiday season. High-impact placements, including statewide billboards, Wine.com, Wine Spectator, and ORLA's Online Alcohol Server Permit Course, boosted visibility, while earned media across food, wine, lifestyle, and regional outlets amplified Oregon Wine during Thanksgiving and peak gifting moments.

Status

- Social Media: Give Oregon Wine themed social media content throughout November and December. Supported with social and digital ads.
- Consumer Newsletter: Promoting Oregon wine pairings for Thanksgiving.
- KOIN Wine Wednesday sparkling segment
- Media Buys: \$25,500 spend resulting in an estimated 4.6M impressions

Oregon Wine Month Update

Strategic objectives

Marketing that Breaks Through: Define and steward the Oregon Wine brand strategy.
Communication that Connects: Effectively engage and align the Oregon wine industry.

Overview

Oregon Wine Month 2026 programming plan launching as an expanded seasonal platform running April–June, evolving beyond a single-month activation into a sustained spring and early summer visibility strategy. The campaign integrates paid media, trade activation, public relations, digital, and social to drive visitation, purchasing, and brand affinity during peak travel season. [The full campaign details are available here.](#)

Status

- Program deck published in February.
- Complimentary printed POS shipped to wineries, distributors and accounts in late February.
- Finalizing media buys and creative execution.
- Trade marketing materials in production and programs continue to finalize.
- Paid search and social campaigns being ramp up starting in March.
- Public relations outreach calendar finalized; media pitching moving into execution.
- Finalizing social influencer partnerships and hosting strategy.

Budget:

Total Campaign Budget: **\$152,000**

Campaign Period: April–June



Next steps and timing

- Finalize artwork and ad designs.
- Launch and monitor campaign.
- Activate influencer strategy.

Event Strategy Update

Strategic objectives

Marketing that Breaks Through: Bring Oregon Wine brand to consumers and trade through events.

Overview

OWB continues to support and elevate Oregon wine through local, regional, and national events that drive visibility, trade engagement, and consumer discovery.

Status

- Attended The Houston Livestock and Rodeo “Best Bites” event and wine award ceremony.
 - 6500 Consumers
 - 6 Oregon winery principals in attendance
 - 225 Oregon wineries represented
- Oregon Chardonnay Festival (FAM tour support via Industry Grant) in February
- Sponsorship of the Florence Wine Fest (AL) in February

Next steps and timing

OWB is evaluating new event opportunities while continuing to support longstanding partnerships.

- Houston Livestock and Rodeo Wine Garden activation begins on March 2 with the featured Wine Region event on March 10.
 - Travel Oregon is supporting with a \$10k paid search campaign in Houston for March 2026.
- Upcoming sponsorships: Travel Oregon Gov Con (hosting a session), ORLA Food Show, Tillamook Snack + Sip, AAPI NYC, Yamhill Carlton Spring Festival, Organically Grown Wine Conference, Malbec in the City

Public Relations Update

Strategic objectives

Communication that Connects

Status

- Successful execution of the Oregon Wine Symposium PR strategy: nine media in attendance covering the conference.
- Pitching Oregon wine and sustainable travel to culinary and adventure media.
- National journalists increasingly coming to Oregon Wine Board as a resource for industry and consumer stories.
- PR KPIs YTD, FY25-26 vs LY (July 1, 2025 – February 25, 2026):
 - Total Oregon Wine media mentions: +22%
 - National and industry outlet mentions include: The New York Times, Sommsation, Food & Wine Magazine, AFAR, Oregon Wine Press
 - Media Response Rate: 20%



- Oregon Wine Board featured in 415 media placements, 72 secured by OWB, including:
 - Capital Press
 - Decanter
 - Northwest Travel Magazine

Next steps and timing

- FAM Tour:
 - OWB is working alongside Travel Medford to increase visibility of Oregon Wine at Savor Southern Oregon.
- Critic Tasting:
 - Vinous visit in late May 2026. Call for wine details will be communicated to the industry this month.
- Oregon Wine Month PR

Marketing Committee Update

Status

The new committee members were selected in January 2026. The first meeting was held in February. Feedback was collected regarding the FY26-27 budget. Feedback highlights:

- No specific budget recommendations.
- Industry communication is a challenge. Brainstorm on better ways to communicate opportunities:
 - In-person events
 - Targeted CRM outreach
 - Clearer direction on how OWB can support, when to reach out and how.
 - Look into text messages
 - Educate the industry on the importance of interacting with our events calendar and how that boosts AI recommendations
 - Communicate with the industry on what events OWB is sponsoring.
- Trade support from OWB is best directed at the account level. More brainstorming is needed to find the best ways to interact with retail accounts and communicate the activity to the industry

Next steps and timing

The next marketing committee meeting will be held in May in advance of the June board meeting.



MARCH 2026 BOARD PACKET Symposium Update



Prepared by: Jess Willey

Overview

The Oregon Wine Symposium is the Northwest wine industry’s premier educational event and trade show. The OWB partners with the Oregon Winegrowers Association to produce the event. The OWB is responsible for educational programming and OWA is responsible for the trade show.

Status

The 2026 Oregon Wine Symposium was held February 3-4, 2026. Below is a snapshot of topline results; a deeper analysis of feedback and a complete look at financials will follow for the April board meeting.

Attendance:

In line with expectations, full access attendance was down about 10%, however we saw the most Spanish-language speakers attend since a return to in-person events.

Registrations	2025	2026	Change
Full Access	975	881	-9.6%
Spanish	32	44	37.5%
Trade Show Only	223	230	3.1%

Revenue:

Total OWB revenue was up slightly from 2025, driven by an 18% increase in sponsorship dollars.

OWB Revenue	2025	2026	Change
Tickets	\$ 211,490	\$ 209,120	-1.1%
Sponsorships	\$ 64,620	\$ 76,500	18.4%
Total	\$ 276,110	\$ 285,620	3.4%

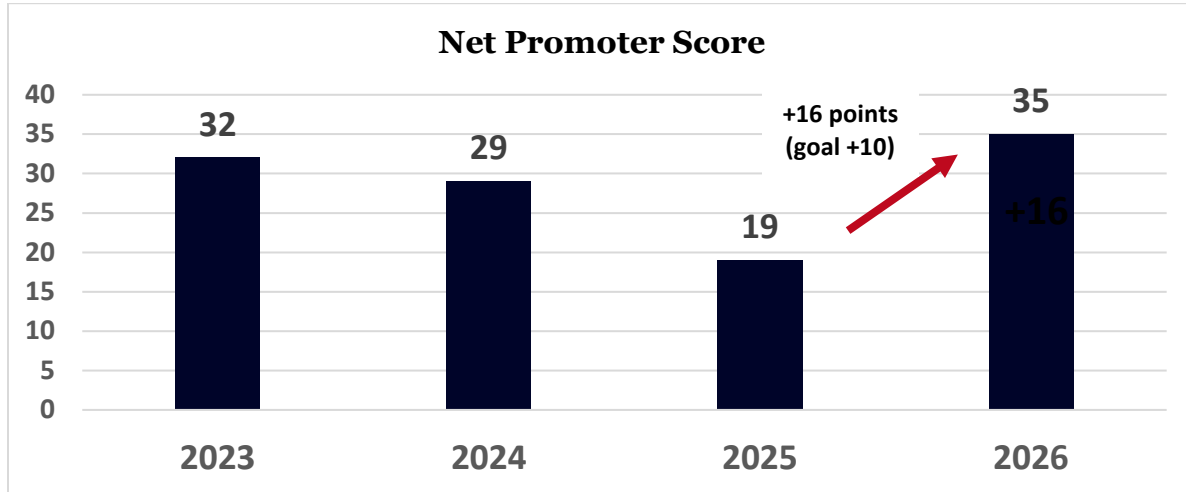
Sponsorships:

We had 23 sponsors totaling \$85k in revenue, shared 90/10 with OWA.

AgWest Farm Credit	NW Distribution & Storage	Silicon Valley Bank
Atlas VM / Advantage Vines	O'Brien Design & Build	Sovos - ShipCompliant
Baker Tilly x Moss Adams	Oregon Wine Press (media)	Stirling Wine Grapes
Berlin Packaging	Perkins & Co.	Travel Oregon
Columbia Bank	Pioneer Packaging	West Coast Glass & Packaging
Core Enology Analytical Services	PRESS Printing & Packaging	West Coast Smoke Exposure Task Force
Country Financial	Saxco International	WineDirect Fulfillment
Digimatic	Seguin Moreau (in kind)	

Attendee Satisfaction:

Based on attendee feedback, the 2026 event was the highest-rated Symposium in the post-Covid era.



Next Steps

- March 2026
 - Complete post-event analysis and debrief meetings with programming committees
 - Finalize actual financials with OWA
 - Conduct full analysis of attendee survey
 - Send sponsor rebooking – mid March
 - Strategic meeting with OWA to start discussions on 2028
- April 2026
 - Secure 2027 event planning team
 - Begin sketching out 2027 schedule
 - Organize program development kick-off meetings
- May 2026
 - New sponsor outreach
 - Program development begins

MARCH 2026 BOARD PACKET

Research Update

Prepared by: Jess Willey

Economic Impact Study

Overview

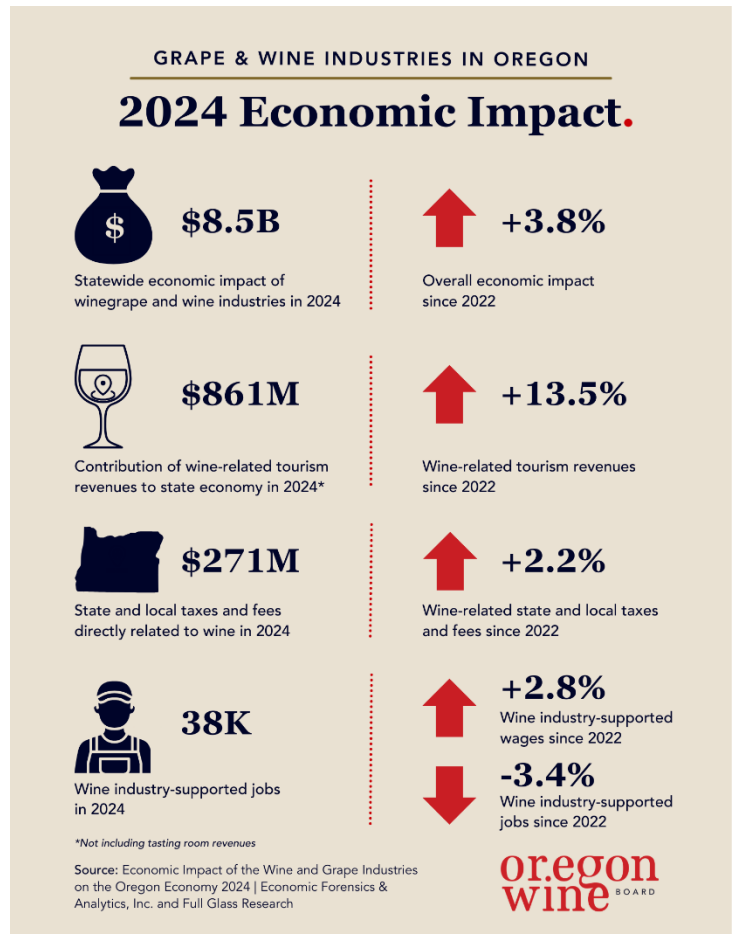
Since 2003, OWB has commissioned a study to measure the impact of wine on Oregon’s economy. This study reports figures such as overall economic impact, impact of wine tourism, number of jobs, and much more, providing critical data to use in conversation with partners, lawmakers, media, etc., in telling the story of the importance of the Oregon wine industry to our state. Past reports can be found [here](#). We have historically published this every three years, but are moving to a biannual cadence.

Status

The *Economic Impact of the Wine and Wine Grape Industries in Oregon 2024* was published on February 26. The report is posted on our [industry website](#), was shared with the industry and circulated in a press release.

The report shows continued substantial contribution to the state’s economy and tourism revenues in the face of industry challenges. Top level findings include:

- Total impact of wine and wine grape industries on Oregon’s economy in 2024: \$8.49 billion
 - +3.8% from 2022
- Wine-related Jobs and wages:
 - 38,088 jobs (-3.4% from 2022)
 - \$1.747 billion in wages (+2.8% from 2022)
- Wine-related tourism impacts:
 - Revenue: \$860.9 million (+13.5% from 2022)
 - Jobs supported: 9,109 (+3.4% from 2022)
 - Wages: \$329.2 million (+3.3% from 2022)
- Wine business-related state and local taxes and fees:
 - \$270.7 million total (+2.2 from 2022)
 - Includes \$111.3 million in property taxes





Next steps and timing

The next edition of this study will cover 2026. Ideally we will conduct the industry survey portion in conjunction with the Vineyard & Winery Census to avoid duplication of data collection. This concept needs to be evaluated and vetted with the two study leads.

Vineyard & Winery Census

Overview

The annual vineyard & winery census aims to report a complete picture of harvest, production, and sales statewide. Since 2017, OWB has contracted with the University of Oregon's Institute for Policy Research & Engagement to execute this study. The reported information enables data-based reporting on the grape and wine production trends in Oregon and gives regional and variety-specific detail where possible. Past reports can be found [here](#).

Status

Data collection for the 2025 Vineyard and Winery Census officially concluded on February 28, however the University of Oregon research team will continue to conduct targeted outreach to try to drive more responses through mid- March.

Next steps and timing

April: Preliminary grape pricing report release

June: Full V&W Census Report release

Viticulture & Enology Research Grant Program

Overview

The Oregon Wine Board's mandate includes supporting enological and viticultural research, which it does primarily through its long-standing grant program. The Oregon Wine Board publishes an RFP each year, laying out priorities for research projects in conjunction with the OWB's Vit & Eno Research Strategic Plan.

Status

The 2026-27 V&E research grant cycle opened on December 1, 2026 and ran through January 31. The OWB received a total of 19 grant proposals:

- 3 Continuing Project Proposals totaling \$192,482
 - Dr. Patty Skinkis, OSU, Sustainable Rootstocks for Pinot Noir
 - Dr. Vaughn Walton, OSU, Mealybug control in vineyards
 - Dr. Robert Orpet, OSU SOREC, Vectors and Latency of Grapevine Red Blotch Virus
- 16 New Proposals totaling \$797,432
 - 46% of dollars requested were from Oregon-based researchers (OSU & ODA)

Given OWB's anticipated grape tax revenues for our next fiscal year, we are not in a position to fund new research projects this cycle – however there are funds to support the 3 continuing projects. Erath



Family Foundation is interested in funding new projects, and wishes to rely on the OWB Research Committee's expertise in evaluating proposals.

The OWB Research Committee has gotten under way with reviewing the continuing and new project proposals. Despite the compressed timeline, 35 research committee members have committed to participating in the process.

Next steps and timing

March: Reviewer scoring and evaluation of proposals

April 1: Proposal Review meeting (full Research Committee); committee to ratify a ranked slate of projects

April 23: Board vote to approve funding of continuing research projects

May: Erath Family Foundation board vote on funding new projects