

Balance Sheet

| | As of Jun 30, 2024 | As of Jun 30, 2023 (PP) |
|--|------------------------|----------------------------|
| ASSETS | | |
| 1000 Umpqua Bank Checking | 952,052.85 | 779,134.45 |
| 1050 Umpqua Bank Money Market | 549,071.70 | 549,016.64 |
| Total Bank Accounts | \$ 1,501,124.55 | \$ 1,328,151.09 |
| Total Accounts Receivable | \$ 120,052.05 | \$ 232,451.68 |
| Total Current Assets | \$ 1,621,176.60 | \$ 1,560,602.77 |
| Total Other Assets | \$ 13,896.22 | \$ 67,788.00 |
| TOTAL ASSETS | \$ 1,635,072.82 | \$ 1,628,390.77 |
| 1R000 Research. | | |
| Liabilities | | |
| Total Accounts Payable | \$ 82,403.97 | \$ 221,303.48 |
| Total Credit Cards | \$ 30,411.49 | \$ 51,887.58 |
| Total Other Current Liabilities | \$ 40,967.09 | \$ 81,264.72 |
| Total Current Liabilities | \$ 153,782.55 | \$ 354,455.78 |
| Total Liabilities | \$ 153,782.55 | \$ 354,455.78 |
| Equity | | |
| 3000 Opening Bal Equity | 13,492.81 | 13,492.81 |
| 3900 Retained Earnings | 1,260,442.18 | 1,215,593.04 |
| Net Income | 207,355.28 | 44,849.14 |
| Total Equity | \$ 1,481,290.27 | \$ 1,273,934.99 |
| TOTAL LIABILITIES AND EQUITY | \$ 1,635,072.82 | \$ 1,628,390.77 |

Profit & Loss Statement

| | FY 23-24 Actual | Budget FY23-24 vDec2023 | Variance - Actual less Budget | Variance Year End vs Budget | FY 22-23 Actual |
|--|---------------------|----------------------------|-------------------------------------|--------------------------------|---------------------|
| Income | | | | | |
| 4100 Grape Assessment (\$25/ton) | 2,389,828.04 | 1,872,572.00 | 517,256.04 | 128% | 1,885,949.97 |
| 4200 Wine Tax (2c/gal) | 314,095.26 | 328,725.00 | -14,629.74 | 96% | 305,341.97 |
| Total 4300 Program Revenue | 5,250.00 | 0.00 | 5,250.00 | | 0.00 |
| 4310 Symposium Revenue | 321,650.00 | 326,250.00 | -4,600.00 | 99% | 268,860.40 |
| Total 4500 Other Income | 55.06 | 50.00 | 5.06 | 110% | 54.90 |
| 4600 Grant Revenue | | | 0.00 | | |
| 4620 Specialty Crop Block | | | | | 84,750.00 |
| 4632 Wine Country License Plate | 7,500.00 | 7,500.00 | 0.00 | 100% | 35,000.00 |
| Total 4600 Grant Revenue | 7,500.00 | 7,500.00 | 0.00 | 100% | 119,750.00 |
| Total 4690 HB 5006 Funds | | | | | 55,956.00 |
| Total Income | 3,038,378.36 | 2,535,097.00 | 503,281.36 | 120% | 2,635,913.24 |
| Expenses | | | | | |
| 1R000 Research. | | | | | |
| R100 Vit & Enological Research | | | | | |
| Total R101 Grants. | 329,060.00 | 410,000.00 | -80,940.00 | 80% | 337,956.61 |
| R104 Grant Management/Administration | | | | | 7,500.00 |
| Total R100 Vit & Enological Research | 329,060.00 | 410,000.00 | -80,940.00 | 80% | 345,456.61 |
| R800 Research, Administration | | | | | |
| R801 Research, Committee Meetings | | 4,000.00 | -4,000.00 | 0% | |
| R803 Research, Mtg & Travel | 10,801.74 | 5,000.00 | 5,801.74 | 216% | 91.26 |
| R804 NWCSEFR Contribution | 3,300.00 | 3,000.00 | 300.00 | 110% | 3,000.00 |
| Total R800 Research, Administration | 14,101.74 | 12,000.00 | 2,101.74 | 118% | 3,091.26 |
| R900 Research, Employee Compensation | 53,206.51 | 56,071.00 | -2,864.49 | 95% | 51,228.69 |
| Total 1R000 Research. | 396,368.25 | 478,071.00 | -81,702.75 | 83% | 399,776.56 |
| 2E000 Industry Education. | | | | | |
| Total E100 Symposium | 292,718.38 | 326,250.00 | -33,531.62 | 90% | 284,780.58 |
| E200 Education Projects | | | | | |
| E201 Misc Workshops | | 1,000.00 | -1,000.00 | 0% | |
| E202 DTC/ Workshop | | 5,000.00 | -5,000.00 | 0% | |
| E203 Profit Calculator Development | 6,000.00 | 3,000.00 | 3,000.00 | 200% | |
| E205 Community Benchmark | | 0.00 | 0.00 | | 74,750.00 |
| Total E200 Education Projects | 6,000.00 | 9,000.00 | -3,000.00 | 67% | 74,750.00 |
| Total E800 Education, Administration | 16,527.93 | 25,000.00 | -8,472.07 | 66% | 11,668.96 |
| E900 Education, Employee Compensation | 155,880.63 | 163,565.00 | -7,684.37 | 95% | 160,145.94 |
| Total 2E000 Industry Education. | 471,126.94 | 523,815.00 | -52,688.06 | 90% | 531,345.48 |
| 3M000 Marketing. | | | | | |
| 1B000 Brand Equity & Brand Identity | | | | | |
| B100 Agency Fees (brand identity creative) | -600.00 | | -600.00 | | |
| B101 Consumer Website Concept/Design/Maintenance | 1,637.15 | | 1,637.15 | | 1,306.40 |
| B106 Social Media Contractor | 18,000.00 | 20,000.00 | -2,000.00 | 90% | 11,399.43 |
| B107 Digital Advertising | 15,645.49 | 15,000.00 | 645.49 | 104% | 2,852.15 |
| Total 1B000 Brand Equity & Brand Identity | 34,682.64 | 35,000.00 | -317.36 | 99% | 15,557.98 |
| 2T000 Tourism | | | | | |
| Total M101 Oregon Wine Month | 137,755.69 | 150,000.00 | -12,244.31 | 92% | 65,639.82 |
| M102 Wines Fly Free | 16,106.87 | 10,000.00 | 6,106.87 | 161% | 485.00 |
| M108 Bounty & Vine | 10,926.25 | 10,000.00 | 926.25 | 109% | |
| M205 Wine Guide | 11,000.00 | 15,000.00 | -4,000.00 | 73% | 38,684.95 |
| T102 Content Development (includ. photog, Travel OR) | 24,161.73 | 25,000.00 | -838.27 | 97% | 1,913.70 |
| Total 2T000 Tourism | 199,950.54 | 210,000.00 | -10,049.46 | 95% | 106,723.47 |
| 3X000 Market Expansion | | | | | |
| I000 International Marketing | | | | | |
| I101 Northwest Wine Coalition | 66,740.00 | 65,000.00 | 1,740.00 | 103% | 59,440.00 |
| I102 Non-Reimbursable Event Cost | 28,873.79 | 20,000.00 | 8,873.79 | 144% | 15,003.49 |
| Total I103 Reimbursed Expenses | -10,223.06 | 0.00 | -10,223.06 | | 20,571.60 |
| I900 Logistics & Admin Consultants | 84,737.55 | 85,000.00 | -262.45 | 100% | 66,000.00 |
| Total I000 International Marketing | 170,128.28 | 170,000.00 | 128.28 | 100% | 161,015.09 |
| X103 Trade Education Tools & Events | | | | | |
| M104 Other Programs | 128.00 | 5,000.00 | -4,872.00 | 3% | |
| M105 Trade Events - Txsom | 14,249.59 | 14,000.00 | 249.59 | 102% | 13,009.69 |
| M106 Marketing Events SCBG | | | | | |
| M107 Trade Organization Sponsorship | 6,190.00 | 10,000.00 | -3,810.00 | 62% | 6,205.42 |
| M109 Domestic Trade Tasting/Education | | 10,000.00 | -10,000.00 | 0% | |
| M201 Resource Studio | 8,089.20 | 15,000.00 | -6,910.80 | 54% | 230.40 |
| Total X103 Trade Education Tools & Events | 28,656.79 | 54,000.00 | -25,343.21 | 53% | 19,445.51 |
| Total 3X000 Market Expansion | 198,785.07 | 224,000.00 | -25,214.93 | 89% | 180,460.60 |
| 4C000 Communications | | | | | |
| C100 Media Relations | | | | | |
| C100.01 MR - Cross Border Tour | 19,640.38 | 12,000.00 | 7,640.38 | 164% | |
| C100.02 MR - Shoulder Season Media Tours | 6,824.44 | 8,000.00 | -1,175.56 | 85% | |
| C100.03 MR - Association Opportunities | | 15,000.00 | -15,000.00 | 0% | |
| C100.04 MR - Critical Reviewer Coordination | 25,609.72 | 15,000.00 | 10,609.72 | 171% | |
| C100.05 MR - Wine Sample Shipments | 537.96 | 3,500.00 | -2,962.04 | 15% | |
| C100.06 MR - Media Hosting & Briefings | 4,032.07 | 15,000.00 | -10,967.93 | 27% | |
| C100.07 MR - Other Programming/Consultants | 57,667.50 | 58,000.00 | -332.50 | 99% | |
| Total C100 Media Relations | 114,492.07 | 126,500.00 | -12,007.93 | 91% | 75,543.61 |

| | FY 23-24 Actual | Budget FY23-24 vDec2023 | Variance - Actual less Budget | Variance Year End vs Budget | FY 22-23 Actual |
|--|--------------------|----------------------------|-------------------------------------|--------------------------------|--------------------|
| C200 Media Analytics | 10,200.00 | 10,115.00 | 85.00 | 101% | 10,176.89 |
| Total C800 Comm.Administration | 8,499.56 | 7,900.00 | 599.56 | 108% | 671.22 |
| C900 Comm.Employee Compensation | 25,888.95 | 73,925.00 | -48,036.05 | 35% | 102,679.78 |
| Total 4C000 Communications | 159,080.58 | 218,440.00 | -59,359.42 | 73% | 189,071.50 |
| M200 Marketing Collateral | | | | | |
| M207 Photography | | | | | 10,000.00 |
| Total M200 Marketing Collateral | | | | | 10,000.00 |
| Total M800 Marketing.Administration | 20,128.16 | 27,000.00 | -6,871.84 | 75% | 11,475.42 |
| M900 Marketing.Employee Compensation | 292,498.45 | 297,380.00 | -4,881.55 | 98% | 272,336.18 |
| Total 3M000 Marketing. | 905,125.44 | 1,011,820.00 | -106,694.56 | 89% | 785,625.15 |
| 4K000 Knowledge & Insights. | | | | | |
| M300 Marketing Research | | | | | |
| M301 Marketing Research | 369.27 | 20,000.00 | -19,630.73 | 2% | 775.00 |
| M302 Nielsen Data | | 7,500.00 | -7,500.00 | 0% | |
| M304 Wine Market Council | 5,000.00 | 5,000.00 | 0.00 | 100% | |
| M305 Community Benchmark | 17,416.00 | 17,450.00 | -34.00 | 100% | |
| Total M300 Marketing Research | 22,785.27 | 49,950.00 | -27,164.73 | 46% | 775.00 |
| R200 Industry Research | | | | | |
| R201 Ag Census | 78,845.33 | 82,265.00 | -3,419.67 | 96% | 62,472.50 |
| R202 Economic Impact | 21,940.00 | 20,000.00 | 1,940.00 | 110% | 13,750.00 |
| R203 Misc. Studies | | 8,750.00 | -8,750.00 | 0% | |
| Total R200 Industry Research | 100,785.33 | 111,015.00 | -10,229.67 | 91% | 76,222.50 |
| zK900 Knowledge & Insights Compensation | 32,495.35 | 32,557.00 | -61.65 | 100% | 22,415.31 |
| Total 4K000 Knowledge & Insights. | 156,065.95 | 193,522.00 | -37,456.05 | 81% | 99,412.81 |
| 5L000 Leadership & Partnership | | | | | |
| Total G200 Industry Contributions | 10,500.00 | 15,000.00 | -4,500.00 | 70% | 25,422.17 |
| L100 Regional Meetings (including external stakeholders) | | 2,500.00 | -2,500.00 | 0% | |
| G600 Industry Relations | | | | | |
| G601 Subscriptions | 30,930.88 | 35,000.00 | -4,069.12 | 88% | 35,110.72 |
| G602 Administration/Annual Report | 6,222.50 | 5,000.00 | 1,222.50 | 124% | 4,108.75 |
| G603 Strategic Planning | | 40,000.00 | -40,000.00 | 0% | |
| G604 Industry Website Platform Upgrade | 2,543.75 | 4,000.00 | -1,456.25 | 64% | |
| G605 DEI Leadership-Infrastructure | 1,200.00 | 8,400.00 | -7,200.00 | 14% | |
| Total G600 Industry Relations | 40,897.13 | 92,400.00 | -51,502.87 | 44% | 39,219.47 |
| L800 Leadership & Partnership Administration | | | | | 30.00 |
| L804 Partnership.Mtg &Travel | 3,545.28 | 6,000.00 | -2,454.72 | 59% | 1,661.95 |
| Total L800 Leadership & Partnership Administration | 3,545.28 | 6,000.00 | -2,454.72 | 59% | 1,691.95 |
| L900 Leadership & Partnership.Employee Compensation | 92,039.90 | 100,159.00 | -8,119.10 | 92% | 97,825.53 |
| Total 5L000 Leadership & Partnership | 146,982.31 | 216,059.00 | -69,076.69 | 68% | 164,159.12 |
| 6G000 General & Admin | | | | | |
| G100 Board Administration | | | | | |
| G101 Meetings.Board | 9,950.08 | 10,300.00 | -349.92 | 97% | |
| G102 Travel Expense.Board | 9,067.88 | 5,000.00 | 4,067.88 | 181% | 4,687.75 |
| G103 Board Director Compensation | 5,788.00 | 10,000.00 | -4,212.00 | 58% | |
| Total G100 Board Administration | 24,805.96 | 25,300.00 | -494.04 | 98% | 4,687.75 |
| G300 Consultants | | | | | |
| G302 Financial Review | 10,000.00 | 10,000.00 | 0.00 | 100% | |
| Total G300 Consultants | 10,000.00 | 10,000.00 | 0.00 | 100% | 0.00 |
| G500 Office Administration | | | | | |
| G501 Rent | | 0.00 | 0.00 | | 0.00 |
| G502 Equipment/Furniture/Maintenance | 25,515.09 | 31,000.00 | -5,484.91 | 82% | 24,271.08 |
| G503 Postage/Supplies/Fees | 15,421.89 | 16,000.00 | -578.11 | 96% | 16,869.54 |
| G504 Telephone/Internet Fees | 6,839.43 | 6,000.00 | 839.43 | 114% | 5,649.78 |
| Total G500 Office Administration | 47,776.41 | 53,000.00 | -5,223.59 | 90% | 46,790.40 |
| G800 Staff Administration | | | 0.00 | | |
| G802 Employee Development.G&A | 12,257.94 | 20,500.00 | -8,242.06 | 60% | 15,038.52 |
| G803 Mtg &Travel.G&A | 41,377.36 | 42,000.00 | -622.64 | 99% | 39,114.65 |
| G804 Temp & Contract Support | 97,952.35 | 70,000.00 | 27,952.35 | 140% | 22,729.07 |
| G805 Legal Fees | 16,042.40 | 10,000.00 | 6,042.40 | 160% | 8,716.40 |
| Total G800 Staff Administration | 167,630.05 | 142,500.00 | 25,130.05 | 118% | 85,598.64 |
| G900 Employee Compensation.G&A | 505,141.77 | 516,451.00 | -11,309.23 | 98% | 396,038.27 |
| G901 Employee Retirement Allocation | | 0.00 | 0.00 | | |
| G999 Accrued PTO Balances | | 70,000.00 | -70,000.00 | 0% | 77,000.00 |
| Total 6G000 General & Admin | 755,354.19 | 817,251.00 | -61,896.81 | 92% | 610,115.06 |
| Total 8000 General & Administrative | 0.00 | 0.00 | 0.00 | | 629.92 |
| Total Expenses | 2,831,023.08 | 3,240,538.00 | -409,514.92 | 87% | 2,591,064.10 |
| Net Income | 207,355.28 | -705,441.00 | 912,796.28 | -29% | 44,849.14 |
| Beginning Balance | 1,267,129.00 | 1,267,129.00 | | | 1,215,593.00 |
| Ending Balance | 1,474,484.28 | 561,688.00 | | | 1,260,442.14 |
| Reserve Goal (30% of 3 yr Avg Grape Assessment) | 632,564.00 | 561,771.60 | | | 568,490.00 |
| Surplus/Deficit after Reserve Goal | 841,920.28 | -83.60 | | | 691,952.14 |
| Total Compensation | 1,157,151.56 | 1,240,108.00 | | | 1,102,669.70 |