

Profit & Loss Statement

**FY25-26
Budget
v2026.01**

Income	
40000 REVENUE	
41000 Grape Assessment	1,749,300.00
42000 Privilege Tax	280,000.00
43000 Symposium	265,000.00
44000 Grant Revenue	
44100 Wine Country License Plate	50,000.00
Total 44000 Grant Revenue	50,000.00
81000 Interest	65.00
82000 Wine Cellar Valuation	20,000.00
Total 40000 REVENUE	2,364,365.00
45000 Other Income	
Total Income	2,364,365.00
Gross Profit	2,364,365.00
Expenses	
61000 RESEARCH	
61100 Scientific Research	
61110 Grants for Vit & Enology	352,500.00
61120 Research Support	23,000.00
Total 61100 Scientific Research	375,500.00
61400 Insights and Data	34,500.00
61500 Industry Research	127,000.00
61900 Research Contractors	10,000.00
61950 Research Committee Admin	1,000.00
Total 61000 RESEARCH	548,000.00
62000 EDUCATION EXPENSES	
62100 Symposium	310,000.00
62200 Industry Resources	15,000.00
62300 Oregon Wine Education	45,000.00
62900 Education Contractors	45,000.00
62950 Education Committee Admin	500.00
Total 62000 EDUCATION EXPENSES	415,500.00
63000 MARKETING EXPENSES	
63100 Media-Digital Promotion	133,000.00
63110 Trade Programming	40,000.00
63120 Creative	70,000.00
63130 Events and Sponsorships	70,000.00
63140 Website Upgrade & Maintenance	30,000.00
63150 Wine Guide	65,000.00
63200 Public Relations	
63210 Media Analytics + Publications	25,000.00
63220 FAM Tours + Hosted Media	30,000.00
63230 Wine Reviewers	20,000.00
Total 63200 Public Relations	75,000.00
63400 Industry Grants	50,000.00

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63500 WCLP Matching Funds	142,500.00
63600 International Marketing	
63610 Grant + Coalition Administration	90,000.00
63620 Program Support	10,000.00
63630 Grant Reimbursed Expenses	
63640 International Contractors	55,000.00
63650 IMEC Committee Admin	300.00
Total 63600 International Marketing	155,300.00
63900 Marketing Contractors	102,500.00
63950 Marketing Committee Admin	500.00
Total 63000 MARKETING EXPENSES	933,800.00
64000 GENERAL & ADMIN EXPENSES	
64100 Technology Equipment & Support	30,000.00
64150 Software Subscriptions	70,000.00
64200 Supplies & Fees	25,000.00
64250 Utilities	16,000.00
64300 Legal	20,000.00
64350 Wine Storage	4,000.00
64400 Board Administration	
64410 Board Travel & Meeting Expenses	26,000.00
64420 Director Compensation	5,000.00
Total 64400 Board Administration	31,000.00
64450 Membership and Dues	
64500 Rent	
64510 Lease	73,000.00
64520 Tenant Rent Expenses	6,000.00
Total 64500 Rent	79,000.00
64600 Staff Administration	
64610 Travel	35,000.00
64620 Employee Development	23,500.00
Total 64600 Staff Administration	58,500.00
64650 Employee Compensation	1,100,000.00
64700 PTO Accrual	15,000.00
64900 G&A Contractors	42,000.00
Total 64000 GENERAL & ADMIN EXPENSES	1,490,500.00
Total Expenses	3,387,800.00
Net Operating Income	(1,023,435.00)
Net Income	(1,023,435.00)