

FY26-27 Draft Budget Narrative

Prepared by Sally Crawford
February 10, 2026

OWB BUDGET PROCESS

As a semi-independent state agency, OWB is required to hold public meetings during budget development and submit a budget to Business Oregon by April 1 for the upcoming fiscal year. Proposed budgets are presented for input at public forums and at our Industry Partnership Committee meetings. The OWB Finance Committee reviews all budgets and financials; and the Board approves the budget and quarterly financials in public meetings.

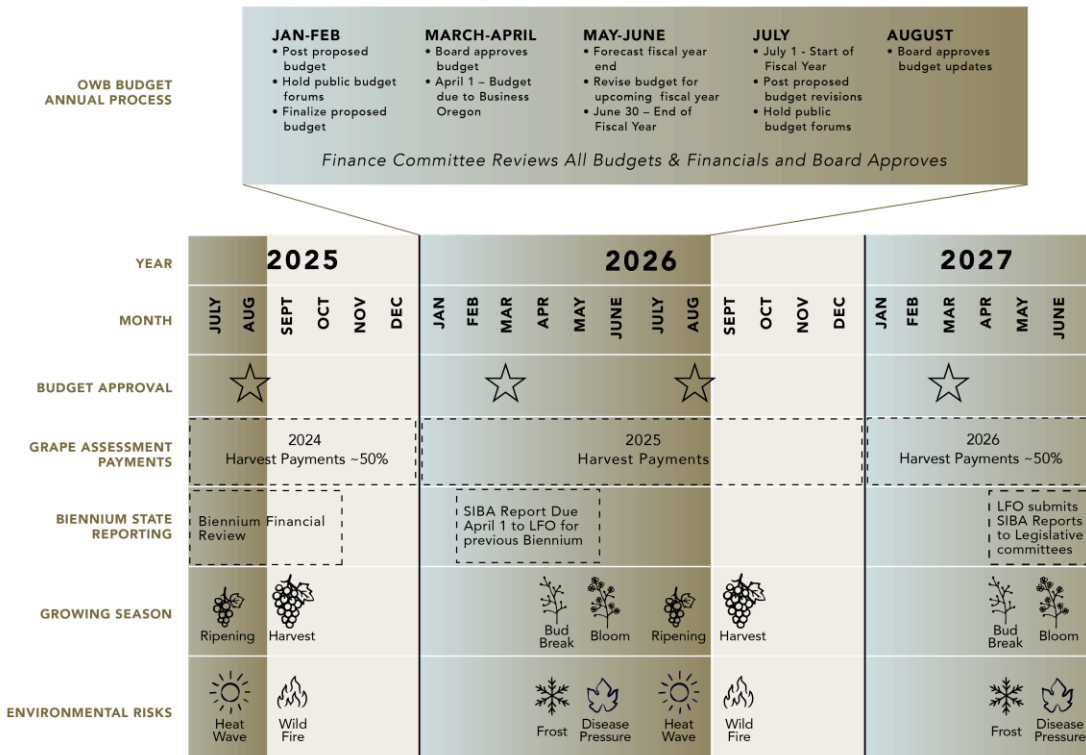
OWB has two budget cycles for each fiscal year:

- Feb-March allows development of the state required budget submission to Business Oregon by April 1. This timing does not allow for insights into current growing season or production levels.
- July-Aug budget revision allows for insights into crop and production plans providing early forecasting of potential Grape Assessment revenue.



Oregon Wine Board Budget and Reporting Process.

How Agricultural, Revenue Lag, & Oversight Shape Budgeting
JULY 2025 – JUNE 2027 BIENNIUM



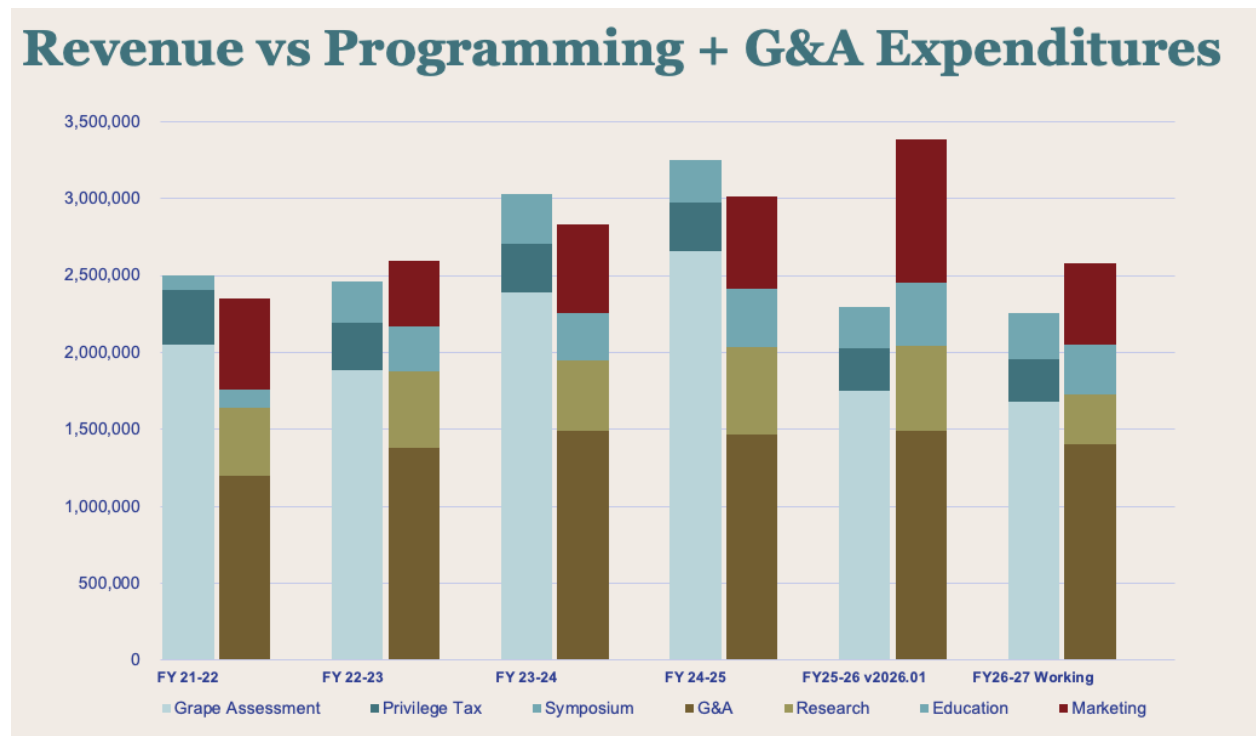
SIBA - Semi-Independent State Agency
LFO - Legislative Fiscal Office

GENERAL COMMENTS

The OWB budget is a living document. The Finance Committee and Board of Directors will review the budget and financials at least quarterly to allow for timely response to industry programming.

The OWB budget supports International Marketing programming via Northwest Wine Coalition with \$160K. An investment that will leverage ~\$1.4M in USDA Grant expenditures during FY26-27.

OWB moved to a revised chart of accounts effective July 1, 2025, to clearly present program dollars working for the industry via OWB's strategic areas of Marketing, Research and Education. The budget has four Expense Categories: Research, Education, Marketing, and General & Administration (G&A). G&A includes all general expenses including employee compensation, staff and board administration, office and overhead, technology and software subscriptions. All historic budgets presented below have been converted to these four expense categories.



The FY25-26 budget was created to spend down surplus funds from the previous year. The FY26-27 working budget is presented with expenses exceeding projected revenue which will be funded by use of reserve funds.

APPROACH TO DRAFT BUDGET

- This budget has been developed following direction of the Finance Committee in conjunction with our program directors to deliver strategic programming.
- This budget runs a deficit and will use 20-25% of current reserve funds to fulfil essential and strategic programming.
- Input to this budget will be reviewed by the Finance Committee along with forward looking P&Ls to determine appropriate target spend of reserves for FY26-27.

REVENUE ASSUMPTIONS

- Grape Assessment assumes 2026 crush to be down 10-20% from 2025. 2025 Grape assessments are best estimates from OLCC reporting available as of January 31, 2026.
- Privilege Tax Revenue will continue to decrease in FY26-27.
- Symposium Revenue offsets Symposium Expenses for \$0 gain.
- Grant Revenue – Assumes one Wine Country License Plate grants totaling \$50K.

EXPENSE ASSUMPTIONS

- FY26-27 expenses exceed revenue ~\$240K. Overage will be covered by reserve funds.

Line #		FY25-26 Budget v2026.01	FY26-27 working proposal v02.10	Comments
2	Income			
3	40000 REVENUE			
4	41000 Grape Assessment	1,749,300	1,680,000	
5	42000 Privilege Tax	280,000	275,000	
6	43000 Symposium	265,000	300,000	
7	44000 Grant Revenue			
8	44100 Wine Country License Plate	50,000	50,000	assumes 1 grant
9	Total 44000 Grant Revenue	50,000	50,000	
10	81000 Interest	65	90	
11	82000 Wine Cellar Valuation	20,000		
12	Total 40000 REVENUE	2,364,365	2,305,090	
13	45000 Other Income	14,508		
14	Total Income	2,378,873	2,305,090	
15	Gross Profit	2,378,873	2,305,090	
16	Expenses			
17	61000 RESEARCH			
18	61100 Scientific Research			
19	61110 Grants for Vit & Enology	352,500	185,000	minimum commitment of currently funded projects
20	61120 Research Support	23,000	20,000	IVES, UGM, NWCSF
21	Total 61100 Scientific Research	375,500	205,000	
22	61400 Insights and Data	34,500	30,000	WMC, Brager+data, CB
23	61500 Industry Research	127,000	90,000	census
24	61900 Research Contractors	10,000		
25	61950 Research Committee Admin	1,000		
26	Total 61000 RESEARCH	548,000	325,000	
27	62000 EDUCATION EXPENSES			
28	62100 Symposium	310,000	300,000	
29	62200 Industry Resources	15,000	3,000	Wine Business Education
30	62300 Oregon Wine Education	45,000	20,000	
31	62900 Education Contractors	45,000		
32	62950 Education Committee Admin	500		
33	Total 62000 EDUCATION EXPENSES	415,500	323,000	
34	63000 MARKETING EXPENSES			
35	63100 Media-Digital Promotion	133,000	70,000	
36	63110 Trade Programming	40,000	15,000	OWM POS only
37	63120 Creative	70,000	30,000	
38	63130 Events and Sponsorships	70,000	30,000	
39	63140 Website Upgrade & Maintenance	30,000	20,000	Maintenance. No overhaul to consumersite.
40	63150 Wine Guide	65,000	12,000	
41	63200 Public Relations			
42	63210 Media Analytics + Publications	25,000	20,000	
43	63220 FAM Tours + Hosted Media	30,000	20,000	Support FAM and Media efforts. No OWB hosted FAM.
44	63230 Wine Reviewers	20,000	15,000	
45	Total 63200 Public Relations	75,000	55,000	
46	63400 Industry Grants	50,000	0	
47	63500 WCLP Matching Funds	142,500	75,000	assumes 1 grant
48	63600 International Marketing			
49	63610 Grant + Coalition Administration	90,000	90,000	

Line #		FY25-26 Budget v2026.01	FY26-27 working proposal v02.10	Comments
50	63620 Program Support	10,000	10,000	
51	63630 Grant Reimbursed Expenses			
52	63640 International Contractors	55,000	60,000	
53	63650 IMEC Committee Admin	300		
54	Total 63600 International Marketing	155,300	160,000	
55	63900 Marketing Contractors	102,500	60,000	
56	63950 Marketing Committee Admin	500		
57	Total 63000 MARKETING EXPENSES	933,800	527,000	
58	64000 GENERAL & ADMIN EXPENSES			
59	64100 Technology Equipment & Support	30,000	20,000	
60	64150 Software Subscriptions	70,000	45,000	all software inclusive of CRM
61	64200 Supplies & Fees	25,000	12,000	insurance, state assessments, bank fees, misc
62	64250 Utilities	16,000	14,000	Grasshopper, Lumen, Verizon
63	64300 Legal	20,000	17,500	
64	64350 Wine Storage	4,000	2,500	
65	64400 Board Administration			
66	64410 Board Travel & Meeting Expenses	26,000	20,000	
67	64420 Director Compensation	5,000	7,500	
68	Total 64400 Board Administration	31,000	27,500	
69	64450 Membership and Dues		3,000	
70	64500 Rent			
71	64510 Lease	73,000	75,000	
72	64520 Tenant Rent Expenses	6,000	6,000	
73	Total 64500 Rent	79,000	81,000	
74	64600 Staff Administration			
75	64610 Travel	35,000	30,000	
76	64620 Employee Development	23,500	6,000	
77	Total 64600 Staff Administration	58,500	36,000	
78	64650 Employee Compensation	1,100,000	1,100,000	fully loaded compensation w/taxes + benefits
79	64700 PTO Accrual	15,000	15,000	
80	64900 G&A Contractors	42,000	30,000	
81	Total 64000 GENERAL & ADMIN EXPENSES	1,490,500	1,403,500	
82	Total Expenses	3,387,800	2,578,500	
83	Net Operating Income	(1,008,927)	(273,410)	
84	Net Income	(1,008,927)	(273,410)	
85				
86				
87	Beginning Equity Balance	1,835,975	830,000	estimated
88	Ending Equity Balance	827,049	556,590	
89	Reserve Goal = 900,000 per BOD 6/17/25	900,000	800,000	
90	Surplus/Deficit after Reserve Goal	(72,951)	(243,410)	
91	non-cash adjustment for Wine Cellar Income	20,000	0	
92	Surplus (use of reserves) to next FY	(92,951)	(243,410)	
93	Reserve Goal at end of FY	807,049	556,590	