FY26-27 Proposed Budget v2026.07

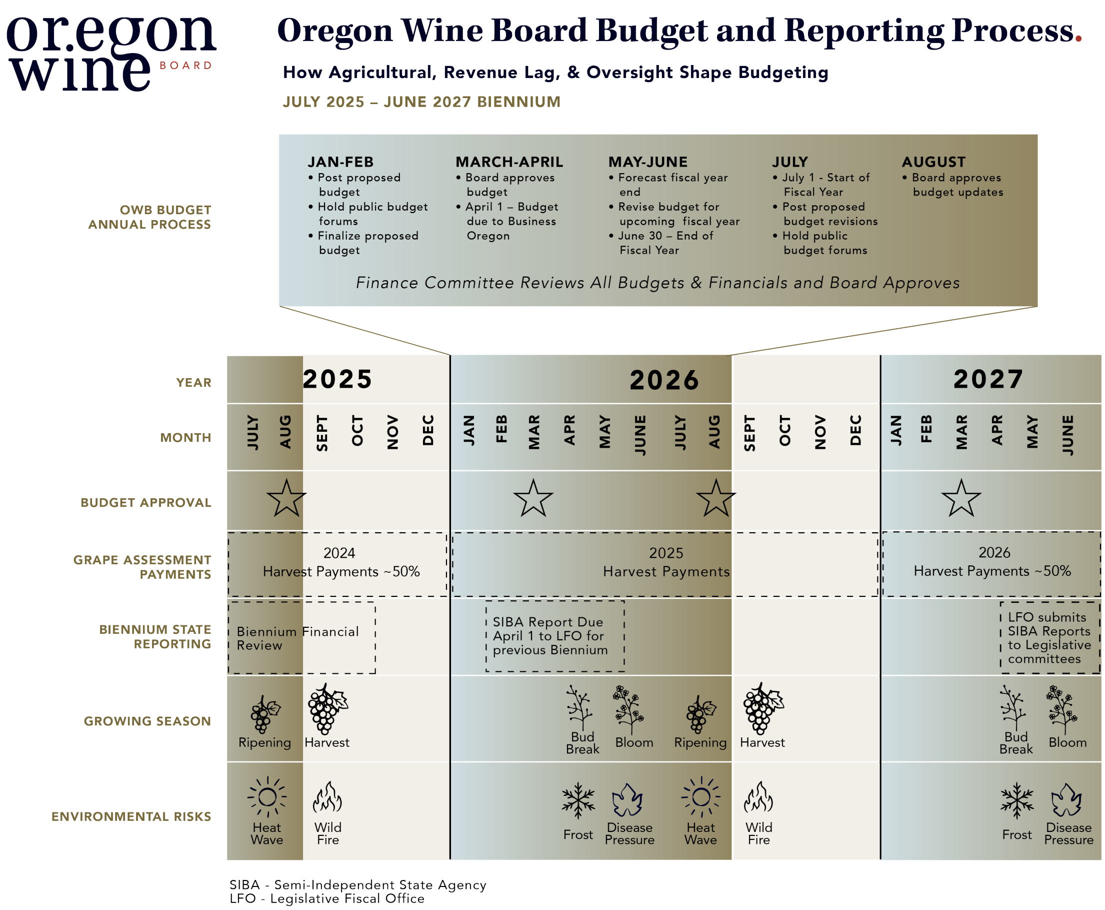
Prepared by OWB Staff, July 23, 2026

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.



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The proposed budget is presented in the final pages of this document alongside actuals from FY25-26. The proposed budget was developed following direction of the Finance Committee in conjunction with our program directors to deliver strategic programing.

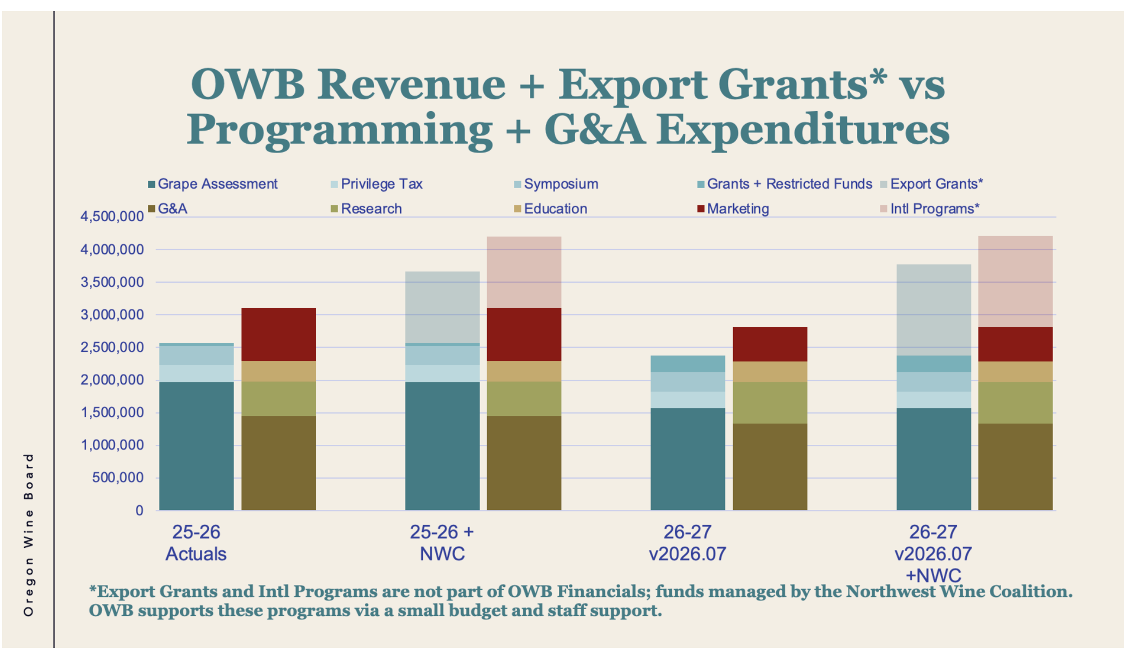
Input will be taken on this budget at the public budget forum, July 29, and at the Industry Partnership Committee meeting, July 30. This input will be used to develop budget revisions presented at the August 13, 2026, board meeting for final approval.

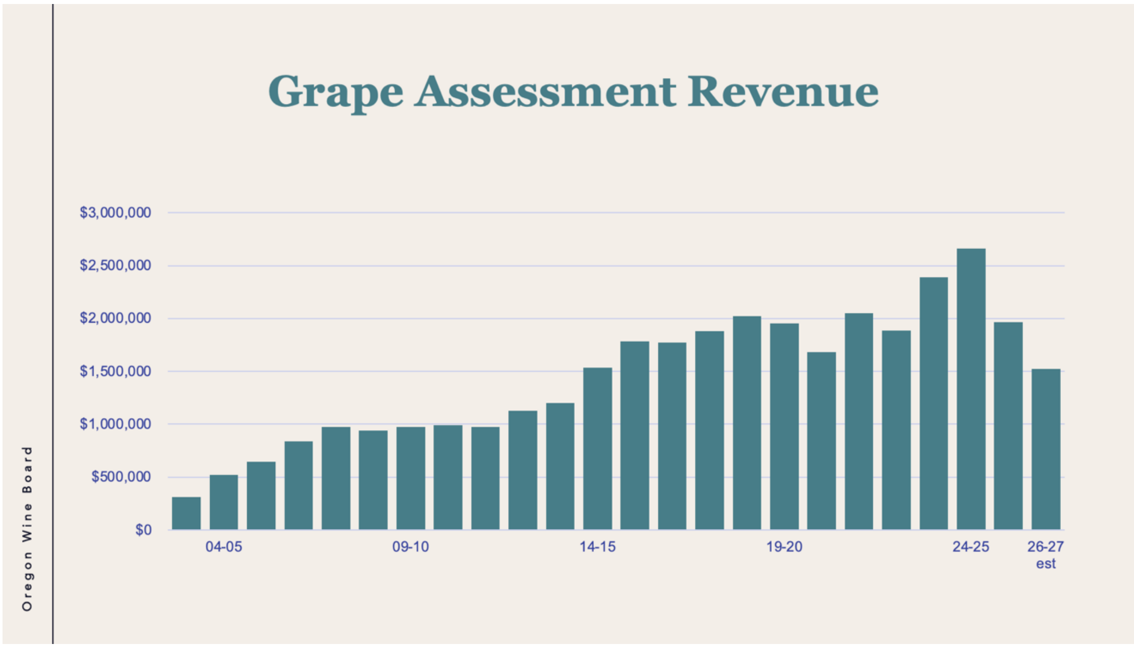
This year's budget is lower due to the lower projected grape assessment. The 2026 harvest revenue is being forecasted to decline by 20% from 2025 which impacts the fiscal year revenue by $400,000.

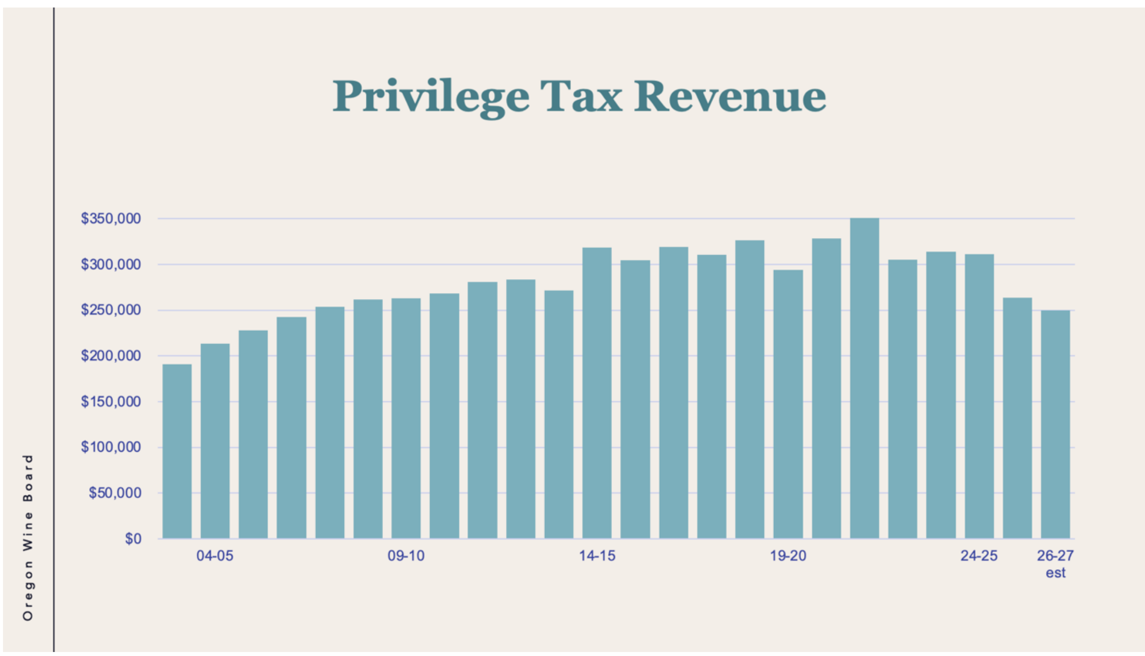
As a result, total planned expenditures have been reduced from last year's $3.1M to $2.8M. This spending level maintains the current reserve fund at $900,000 to support future needs or unexpected circumstances.

Each year, the OWB budget provides support for international marketing initiatives through the Northwest Wine Coalition. For FY 2026–27, OWB has allocated $152,000 to these efforts. This investment enables approximately $1.4M in USDA grants and related program expenditures. Although these USDA funds do not flow through the OWB profit and loss statement, their impact is substantial and need to be considered in addition to the OWB revenues and expenditures presented in the budget.

The chart below provides a summary FY25-26 actuals and the FY26-27 v2026.07 proposed budget both with and without Northwest Wine Coalition (NWC) funds for international work. NWC funds and expenditures are represented as the top transparent portion on the bar graphs. Additional charts include historic grape assessment revenue and privilege tax revenue.







REVENUE ASSUMPTIONS

- Grape Assessment assumes 2026 will be down 20% from 2025
- Privilege Tax Revenue will continue trending down in FY26-27
- Symposium Revenue offsets Symposium Expenses for $0 gain
- Grant Revenue includes one Wine Country License Plate grant for $50,000
- Restricted Funds refers to funding provided by Erath Family Foundation for research grants for vit & enology managed by OWB.

EXPENSE ASSUMPTIONS

- FY26-27 expenses exceed revenue by $432,000 funded through surplus from FY25-26.

RESEARCH EXPENSES

- The Research Committee worked closely with the Erath Family Foundation on research grants for this fiscal year. OWB is supporting previously funded grants for vit & enology; Erath Family Foundation (EFF) is funding five new research grants. The projects selected by EFF were reviewed and recommended by the OWB Research Committee. The Committee will oversee progress of the projects, and the funds will be managed by OWB.
- Statewide vineyard mapping project is included under Industry Research.

EDUCATION EXPENSES

- Oregon Wine Symposium budget continues at breakeven with revenue forecast.
- The Profit Planner is only funded through February 2027.
- International funding will be leveraged as allowable to update educational resources.

MARKETING EXPENSES

- The Marketing Committee has reviewed the proposed marketing budget in detail and unanimously supports the recommended budget.
- While this budget is approximately $315,000 lower (excluding international marketing spend) than last year's marketing budget, many of those reductions reflect one-time investments made last year, grant funding that has changed, or strategic shifts in how we deliver programs, rather than reductions to core marketing activities.
- We have also worked to maximize available resources by leveraging international grant funding where allowable. This enables us to continue investing in shared marketing tools such as the website, media analytics, visual content platform, and social media support while reducing the impact on the domestic marketing budget. This provides an additional $22,300 in expenditures not reflected in the budget line items.
- Oregon Wine Month remains one of OWB's highest marketing priorities. The budget includes a reduction of approximately $50,000 across paid media and trade programming, with most of that reduction occurring in trade marketing. This year's campaign will be more focused, with an emphasis on direct to consumer and wine tourism efforts, while continuing to work collaboratively with industry organizations to maximize impact.
- Last year included several one-time investments, including development of evergreen creative assets, brand materials, and replenishment of promotional items. Those investments continue to support this year's work, allowing us to reduce the creative budget without significantly changing planned programming.
- Rather than offering a separate Industry Grants program this year, those funds have been redirected into Events and Sponsorships and Hosted Media support. These were consistently the areas with the greatest industry demand and provide broader statewide benefit. OWB is also developing an online support request process that will make it easier for organizations across Oregon to request assistance for projects and events that promote Oregon wine.
- The remaining budget reduction is primarily the result of three significant factors:
    - The Wine Guide is not being produced this fiscal year, reducing costs by approximately $43,000.

  - The budget includes one WCLP matching grant rather than two, reducing expenditures by approximately $75,000.
  - Last year's industry website improvements and other administrative support projects have been completed, reducing costs by approximately $27,000.
- Overall, this budget reflects a deliberate prioritization of domestic marketing investments. While total expenditures are lower than last year, we have focused available resources on the programs that most directly support Oregon wine visibility, tourism, industry partnerships, and consumer engagement, while leveraging outside funding wherever possible to maintain momentum.

GENERAL & ADMIN EXPENSES

- General & Admin includes all general expenses including fully loaded employee compensation and benefits, staff and board administration, office and overhead, technology and software subscriptions.
- Staffing of six full-time employees remains.
- Salesforce CRM and Marketing Cloud along with support hours are included in software subscriptions.
- All line items have been reviewed for savings resulting in an overall reduction of $115,000 from last year.

	FY25-26 Actuals	FY26-27 Proposed Budget v2026.07
Income		
40000 REVENUE		
41000 Grape Assessment	1,968,034	1,570,000
42000 Privilege Tax	263,616	250,000
43000 Symposium	285,695	300,000
44000 Grant Revenue		
44100 Wine Country License Plate	50,000	50,000
Total 44000 Grant Revenue	**50,000**	**50,000**
44500 Restricted Revenue		206,193
81000 Interest	90	90
82000 Wine Cellar Valuation	18,512	0
Total 40000 REVENUE	**2,585,946**	**2,376,283**
45000 Other Income	14,508	
Total Income	**2,600,454**	**2,376,283**
Gross Profit	**2,600,454**	**2,376,283**
Expenses		
61000 RESEARCH		
61100 Scientific Research		
61110 Grants for Vit & Enology	352,208	192,482
61115 EFF Funded Grants for Vit & Enology		206,193
61120 Research Support	22,669	13,000
Total 61100 Scientific Research	**374,877**	**411,675**
61400 Insights and Data	25,312	32,000
61500 Industry Research	124,185	190,000
61900 Research Contractors		
61950 Research Committee Admin		
Total 61000 RESEARCH	**524,374**	**633,675**
62000 EDUCATION EXPENSES		
62100 Symposium	298,829	300,000
62200 Industry Resources	4,928	
62300 Oregon Wine Education	90	13,000
62900 Education Contractors	11,960	
62950 Education Committee Admin	340	
Total 62000 EDUCATION EXPENSES	**316,146**	**313,000**
63000 MARKETING EXPENSES		
63100 Media-Digital Promotion	127,331	90,000
63110 Trade Programming	30,929	15,000
63120 Creative	57,540	20,000
63130 Events and Sponsorships	65,299	68,000
63140 Website Upgrade & Maintenance	27,763	15,000
63150 Wine Guide	54,875	12,000
63200 Public Relations		
63210 Media Analytics + Publications	15,077	12,000
63220 FAM Tours + Hosted Media	17,642	20,000
63230 Wine Reviewers	10,831	10,000
Total 63200 Public Relations	**43,550**	**42,000**
63400 Industry Grants	62,000	0
63500 WCLP Matching Funds	145,113	75,000

63600 International Marketing		
63610 Grant + Coalition Administration	90,850	100,000
63620 Program Support	8,258	10,000
63630 Grant Reimbursed Expenses	(33,630)	
63640 International Contractors	54,368	42,000
63650 IMEC Committee Admin	299	
Total 63600 International Marketing	**120,145**	**152,000**
63900 Marketing Contractors	77,793	38,000
63950 Marketing Committee Admin	245	
Total 63000 MARKETING EXPENSES	**812,581**	**527,000**
64000 GENERAL & ADMIN EXPENSES		
64100 Technology Equipment & Support	31,133	18,000
64150 Software Subscriptions	85,653	43,000
64200 Supplies & Fees	18,232	12,000
64250 Utilities	11,999	10,000
64300 Legal	16,417	12,000
64350 Wine Storage	3,989	2,500
64400 Board Administration		
64410 Board Travel & Meeting Expenses	18,242	20,000
64420 Director Compensation	6,230	7,500
Total 64400 Board Administration	**24,472**	**27,500**
64450 Membership and Dues	1,000	500
64500 Rent		
64510 Lease	75,997	76,000
64520 Tenant Rent Expenses	6,527	7,600
Total 64500 Rent	**82,524**	**83,600**
64600 Staff Administration		
64610 Travel	31,132	25,000
64620 Employee Development	17,499	1,000
Total 64600 Staff Administration	**48,631**	**26,000**
64650 Employee Compensation	1,082,585	1,070,000
64700 PTO Accrual	(437)	
64900 G&A Contractors	44,134	30,000
Total 64000 GENERAL & ADMIN EXPENSES	**1,450,332**	**1,335,100**
Total Expenses	**3,103,433**	**2,808,775**
Net Operating Income	**(502,979)**	**(432,492)**
Net Income	**(502,979)**	**(432,492)**