



March 3, 2022

## Virtual Oregon Wine Board Meeting Agenda

Zoom link (register in advance):

<https://us06web.zoom.us/join/register/tZEKde6oqzMrGNlvs6No84uvvKweKGWjAoP4>

Time	Topic	Documents	Leader
9:00 a.m.	<b>Public Board Meeting Opening</b>		J. King
9:00 – 10:00 a.m. (60 minutes)	<b>Matters for Decision</b> <ul style="list-style-type: none"> <li>Approve Dec. 1 &amp; 2, 2021 meeting minutes (5 min.)</li> <li>Finance Committee (45 min.) <ul style="list-style-type: none"> <li>2021-22 Financial Report</li> <li>2022-23 Budget Presentation</li> </ul> </li> <li>Committee Leadership 2022 (10 min.)</li> </ul>	<ul style="list-style-type: none"> <li>DRAFT minutes from Dec. 1 &amp; 2, 2021</li> <li>2021-22 Balance Sheet and P&amp;L</li> <li>2022-23 DRAFT Budget &amp; Narrative</li> </ul>	J. King  M. Chambers D. O'Donoghue  T. Danowski
10:00 – 11:40 a.m. (1 hour, 40 minutes)	<b>Matters for Discussion</b> <ul style="list-style-type: none"> <li>Education Committee (45 min) <ul style="list-style-type: none"> <li>Review the 2022 Symposium sessions and early ratings</li> <li>Debrief Ad Hoc Committee discussions and conclusions about future Symposia</li> </ul> </li> <li><b>BREAK</b> (5 min.)</li> <li>Communications update (5 min.)</li> <li>Research Committee update (15 min.)</li> <li>Board Director peer level engagement (15 min.)</li> <li>OWB response to OWC's Dec. 15, 2021 letter (15 min.)</li> </ul>	<ul style="list-style-type: none"> <li>Education update</li> <li>OWS23 Visioning Committee Meetings Recap &amp; next steps</li> <li>Communications update</li> <li>Research Committee update</li> <li>OWB's letter of response</li> </ul>	B. Stock M. Chambers  E. Keegan  S. Murdoch N. Ferguson D. Morris J. King T. Danowski J. King
11:40 – 11:45 a.m. (5 minutes)	<b>Meeting Finalization</b> <ul style="list-style-type: none"> <li>Next steps</li> </ul>		J. King S. Kohler
	<b>Matters for Noting</b> <ul style="list-style-type: none"> <li>Oregon Solutions After Action Survey Results</li> <li>Marketing Update</li> <li>Trade Relations Update</li> </ul>		

### ATTENDEES

#### Board

Justin King, Bob Morus, Donna Morris, Dennis O'Donoghue, Eugenia Keegan, Jason Tosch, Tiquette Bramlett, Cristina Gonzales, Greg Jones

#### Staff

Tom Danowski, Marie Chambers, Sarah Murdoch, Bree Stock, Neil Ferguson, David DeWitt, Stacey Kohler

**BALANCE SHEET**  
**FISCAL YEAR 2021-22**  
**REPORTED AS OF JANUARY 2021**

**OREGON WINE BOARD**

	<b>Jan-22</b>	<b>Prior Year End</b>
<b>ASSETS</b>		
Current Assets		
Checking/Savings		
1000 · Umpqua Bank Checking	353,219	489,703
1050 · Umpqua Bank Money Market	548,939	648,902
1055 · Escrow		-
Total Checking/Savings	902,159	1,138,605
Total Accounts Receivable	141,610	38,171
Total Other Current Assets	480	-
Total Current Assets	1,044,249	1,176,776
Other Assets		
1250 · Prepaid Expenses	31,734	31,409
Total Other Assets	31,734	31,409
<b>TOTAL ASSETS</b>	<b>1,075,982</b>	<b>1,208,185</b>
<b>LIABILITIES &amp; EQUITY</b>		
Liabilities		
Current Liabilities		
Total Accounts Payable	69,516	165,142
Total Credit Cards	(12,279)	3,786
Total Other Current Liabilities	118,740	106,018
Total Current Liabilities	175,977	274,946
Total Liabilities	175,977	274,946
Equity		
3000 · Opening Bal Equity	13,493	13,493
3900 · Retained Earnings	935,209	1,137,357
Net Income	(48,697)	(202,148)
Total Equity	900,005	948,702
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,075,982</b>	<b>1,223,648</b>

**PROFIT LOSS STATEMENT WITH BUDGET TO ACTUAL**  
**FISCAL YEAR 2021-22**  
**REPORTED AS OF JANUARY 2022**

**OREGON WINE BOARD**

Modified Accrual	Annual Budget	Year to Date			Year End Forecast	Prior Year End
		Income & Expenses	Budget Earned	Budget Variance		
<b>INCOME</b>						
4100 · Grape Assessment (\$25/ton)	1,883,975	920,001	1,425,043	(505,042)	1,563,850	1,681,904
4200 · Wine Tax (2c/gal)	310,145	220,488	180,918	39,570	327,157	328,641
4300 · Program Revenue	-	-	-	-	-	(36,825)
4310 · Symposium Revenue	150,000	36,160	36,160	-	104,000	112,326
4500 · Other Income	2,000	43	1,167	(1,123)	58	2,049
4600 · Grant Revenue	133,500	98,500	98,500	-	133,500	58,163
4690 - HB 5006 Funds (MARIS)	-	-	-	-	-	40,000
<b>TOTAL INCOME</b>	<b>2,479,620</b>	<b>1,275,192</b>	<b>1,741,788</b>	<b>(466,595)</b>	<b>2,128,565</b>	<b>2,186,258</b>
<b>EXPENSE</b>						
1R000 · Research.						
R100 · Vit & Enological Research	330,000	144,504	144,504	0	289,007	381,067
R800 · Research. Administration	11,000	-	-	-	11,000	5,344
R900 · Research.Employee Compensation	42,381	13,505	24,722	11,217	23,297	39,220
1R000 · Research.	383,381	158,009	169,226	11,217	323,304	425,631
2E000 · Education.						
E100 · Symposium	150,000	65,563	66,863	1,300	115,925	96,683
E200 · Education Projects	100,500	84,750	84,500	(250)	100,500	3,320
E300 · Trade Education	-	-	-	-	-	-
E800 · Education.Administration	4,000	4,024	2,750	(1,274)	6,000	6,003
E900 · Education.Employee Compensation	107,783	70,932	62,873	(8,058)	119,657	60,268
2E000 · Education.	362,283	225,269	216,986	(8,283)	342,082	166,274
3M000 · Marketing & Communications						
B000 · Brand Equity & Identity	143,000	101,091	98,925	(2,166)	116,000	108,566
T000 · Tourism	115,000	21,246	21,246	(0)	122,000	128,177
X000 · Market Expansion	230,000	104,769	104,769	(0)	230,712	170,296
C000 · Communications	193,380	99,823	97,521	(2,302)	201,942	179,458
M800 · Marketing.Administration	9,000	2,531	3,500	969	9,025	5,328
M900 · Marketing.Employee Compensation	171,771	92,683	100,200	7,516	173,108	188,719
3M000 · Marketing & Communications	862,151	422,144	426,160	4,016	852,788	780,545
4K000 · Knowledge & Insights						
R200 · Industry Research	72,000	20,650	20,650	-	72,000	100,710
M300 · Marketing Research	30,000	25	25	-	30,000	7,519
K900 -Employee Compensation	56,508	13,530	32,963	19,433	23,322	39,221
4K000 · Knowledge & Insights	158,508	34,205	53,638	19,433	125,322	147,450
5L000 · Leadership & Partnership						
L100 -Regional Meetings	10,000	-	-	-	10,000	-
L101-Information Sharing Task Force	1,000	-	-	-	1,000	-
G301 · Grant Writing	10,000	1,270	1,270	-	5,000	500
G200 · Program Sponsorships/Contributions	10,000	500	500	-	10,000	6,000
G400 · Engagement Dashboard	-	-	-	-	-	-
G600 -Industry Relations	33,500	18,310	13,610	(4,700)	33,500	22,380
L800 - Leadership & Partnership Administration	3,000	300	300	-	3,000	225
L900 -Employee Compensation	42,381	13,505	24,722	11,217	23,297	39,221
5L000 · Leadership & Partnership	109,881	33,885	40,402	6,517	85,797	68,326
6G000 · General & Admin						
G100 · Board Administration	20,000	7,018	16,000	8,982	11,000	4,026
G300 · Consultants	10,000	-	-	-	10,000	-
G500 · Office Administration	36,000	16,416	14,000	(2,416)	42,557	127,403
G800 · Staff Administration	88,000	37,853	36,993	(861)	87,000	50,430
G900 · Employee Compensation.G&A	566,393	332,712	330,396	(2,316)	560,212	561,161
G999 · Accrued PTO Balances	56,378	56,378	56,378	-	56,378	57,159
6G000 · General & Admin	776,771	450,377	453,767	(1,310)	767,146	800,179
<b>TOTAL EXPENSE</b>	<b>2,652,975</b>	<b>1,323,890</b>	<b>1,360,180</b>	<b>5,640</b>	<b>2,496,439</b>	<b>2,388,406</b>
<b>NET INCOME</b>	<b>(173,355)</b>	<b>(48,697)</b>	<b>381,608</b>	<b>(460,955)</b>	<b>(367,874)</b>	<b>(202,148)</b>
Beginning Balance	935,209	935,209			935,209	1,137,357
Ending Balance	761,854	886,512			567,335	935,209
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	565,483	565,483			565,483	567,042
Surplus/Deficit After Reserve Goal	196,371	321,029			1,852	466,866
Total Compensation	1,085,097	598,944	632,973	34,029	1,028,470	1,024,613

# OREGON WINE BOARD

## 2022-23 DRAFT BUDGET NARRATIVE

### GENERAL DESCRIPTION & SUMMARY

The Oregon Wine Board adopts a budget each year in March to allocate funding for programs and general and administrative expenses for the next fiscal year. The Oregon Wine Board reviews the proposal in an open, public meeting and, with their endorsement, it is also sent for approved by the Director of the Business Oregon Commission.

This 2022-23 budget proposal summary includes a 11% revenue reduction and a 10% expense reduction from the prior year's approved budget.

Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ
<b>INCOME</b>			
4100 · Grape Assessment (\$25/ton)	1,883,975	1,656,126	-12%
4200 · Wine Tax (2c/gal)	310,145	316,602	2%
4300 · Program Revenue	-	-	
4310 · Symposium Revenue	150,000	100,000	-33%
4500 · Other Income	2,000	50	-98%
4600 · Grant Revenue	133,500	84,500	-37%
4690 - HB 5006 Funds (MARIS)	-	55,956	
<b>TOTAL INCOME</b>	<b>2,479,620</b>	<b>2,213,234</b>	<b>-11%</b>
<b>EXPENSE</b>			
1R000 · Research.	383,381	445,448	16%
2E000 · Education.	362,283	355,701	-2%
3M000 · Marketing & Communications	848,151	830,863	-2%
4K000 · Knowledge & Insights	158,508	127,161	-20%
5L000 · Leadership & Partnership	123,881	157,307	27%
6G000 · General & Admin	776,771	462,463	-40%
<b>TOTAL EXPENSE</b>	<b>2,652,975</b>	<b>2,378,944</b>	<b>-10%</b>
<b>NET INCOME</b>	<b>(173,355)</b>	<b>(165,709)</b>	<b>-4%</b>
Beginning Balance	948,702	567,335	-40%
Ending Balance	775,347	401,626	-48%
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	565,483	496,838	-12%
Surplus/Deficit After Reserve Goal	209,864	(95,212)	-145%
Total Compensation	1,085,097	1,084,429	0%

# OREGON WINE BOARD

## REVENUE ASSUMPTIONS

### Grape Assessment and Wine Tax

Since it is difficult to predict the results of the grape harvest for all regions of the state a year in advance, the OWB relies on the past 3-year average assessment as a preliminary revenue number. As it is needed to reflect more accurate harvest figures, the OWB occasionally develops an adjusted revenue and budget in the fall or winter, for the remainder of the year. When submitted by the Finance Committee, budget adjustments are approved by the Board of Directors in regular, public meetings. The wine tax is also projected at a 3-year average. For the 2020-21 annum, the tax rates are as follows and paid directly to the OLCC:

- Grape Assessment:
  - \$25/ton tax on grapes harvested in Oregon and used to produce wine
  - \$25/ton tax on grapes imported into the state and used to produce wine
  - \$25/ton tax on wine produced from juice or concentrate
  - \$12.50/ton tax on wine grapes sold to businesses outside of the state
  - \$0.021/gallon tax on wine made from all other agricultural products (i.e. cider)
- Wine Tax:
  - \$0.02/gallon tax on wine sold within the state of Oregon (the first 40,000 gallons sold annually in Oregon are exempt for wineries producing less than 100,000 gallons annually in state). The \$0.02/gallon transferred to the OR Wine Board is a portion of the \$0.67 per gallon in total tax paid by wineries on which the tax is levied

## BUDGET DEVELOPMENT

This budget was developed over the following timeline and with monthly opportunities for seeking and gathering feedback from industry and board members on budget priorities and programs.

<b>October</b>	<ul style="list-style-type: none"> <li>• Industry survey release and responses gathered</li> </ul>
<b>November</b>	<ul style="list-style-type: none"> <li>• Nov 2 – Gather initial input on programming and budget from regional associations</li> <li>• Review association feedback at finance committee meeting and assess further follow up</li> </ul>
<b>December</b>	<ul style="list-style-type: none"> <li>• Dec 1-2 - Review association feedback and gather any additional board guidance</li> </ul>
<b>January</b>	<ul style="list-style-type: none"> <li>• Staff finalize plan development and make budget recommendations</li> <li>• Verify OLCC transfer of first half 2021 harvest tonnage tax and make any necessary adjustments to 2022-23 income projection</li> <li>• Jan 25 -Develop complete draft budget and review with finance/executive committee</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>• Feb 1 – Post draft budget for public comment</li> <li>• Feb 8 - Host budget review meeting for regional associations to collect any additional feedback</li> <li>• Make any necessary adjustments from public forums and review final draft with finance committee</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>• Mar 3 - Submit final draft budget to board for approval</li> <li>• Apr 1 - Submit approved budget to Business Oregon for approval</li> </ul>

**OR.**

# OREGON WINE BOARD

## BUDGET PRIORITIES

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- **Oregon Wine Symposium reflected as a break-even on direct event costs**
  
- **Budget reflects strategic investments in:**
  - Viticulture and Enology Research
  - Community Benchmark/WISE Academy (offset by grant funds)
  - Industry Education/Oregon Wine Symposium (offset by ticket sales and sponsorship)
  - Oregon Wine Month (including new merchandising support effort)
  - Tourism promotion through an Oregon Wine Touring publication
  - Communications programming to drive more PR
  - Launching a redesigned consumer website to support wine tourism (partially offset by grant funds)
  
- **Overall compensation (including benefits) budget increase of 5%**
  - Current inflation rate showing at 7%
  - Budget level consistent with last year’s budget

## 2022-23 YEAR END RESERVES

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It is the policy of the Oregon Wine Board, as adopted by its directors, to reserve an amount equal to 30% of the prior three year average grape assessment income for the purpose of covering expense commitments should the annual harvest be limited. The OWB also maintains access to a line of credit in the amount of \$100,000 for the same purpose. The effect of the 2020 harvest continues to impact the OWB’s tax income level, requiring access to the reserve funds. The reserve goal for this budget is \$496,838, which reflects a decrease of 12% from the prior year. This budget expects to utilize \$95,212 of the reserve goal balance, leaving the total year end reserve and surplus is equal to \$401,626. OWB predicts income levels will approach historic levels in the future allowing it to restore the reserve.

Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ	Notes
<b>INCOME</b>				
4100 · Grape Assessment (\$25/ton)	1,883,975	1,656,126	-12%	3-Yr Ave (2020/2021/2022 Est)
4200 · Wine Tax (2c/gal)	310,145	316,602	2%	3-Yr Ave (2020/2021/2022 Est)
4300 · Program Revenue				
4305 · Marketing Participation Revenue	-	-		
4306 · Consumer Ticket Sales	-	-		
4315 · Workshop Revenue	-	-		
4330 · Export Participation Revenue	-	-		
4300 · Program Revenue	-	-		none expected
4310 · Symposium Revenue	150,000	100,000	-33%	Break-even Estimate since format has not yet been determined
4500 · Other Income				
4510 · Office Furniture Sales	-	-		
4510 · Interest Revenue	2,000	50	-98%	Low interest rate and fund depletion on Money Market account
4500 · Other Income	2,000	50	-98%	
4600 · Grant Revenue				
4620 · Specialty Crop Block	84,500	84,500	0%	Year 2 of Comm Benchmark
4621 · Oregon Wine Brotherhood	-	-		
4632 · Wine Country License Plate	49,000	-	-100%	Nothing in mind at this point but we should presume to seek WCLP funding every cycle.
4600 · Grant Revenue	133,500	84,500	-37%	
4690 · HB 5006 Funds				
4691 - Technical Research	-	-		
4692 - Education	-	-		
4693 - Marketing	-	55,956		
4694 - Biz Econ Research	-	-		
4690 - HB 5006 Funds (MARIS)	-	55,956		Final remaining Marketing balance
<b>TOTAL INCOME</b>	<b>2,479,620</b>	<b>2,213,234</b>	<b>-11%</b>	
<b>EXPENSE</b>				
1R000 · Research.				
R100 · Vit & Enological Research				
R101 · Grants.	280,000	325,000	16%	
Special Grant Award - Smoke Research	50,000	50,000	0%	Unspent Carry over from 2021-22 - approved allocation from board
R103 · Online V&E Knowledge Center	-	-		
R100 · Vit & Enological Research	330,000	375,000	14%	
R800 · Research. Administration				
R801 · Research.Committee Meetings	2,000	2,000	0%	
R804 · NWCSFR Contribution	3,000	3,000	0%	
R803 · Research.Mtg &Travel	6,000	3,000	-50%	
R800 · Research. Administration	11,000	8,000	-27%	
R900 · Research.Employee Compensation	42,381	62,448	47%	
1R000 · Research.	383,381	445,448	16%	
2E000 · Education.				
E100 · Symposium	150,000	100,000	-33%	Break-even Estimate since format has not yet been determined
E200 · Education Projects				
E201 · Misc Workshops	1,000	1,000	0%	
E202 · DTC/Sales Workshops	10,000	-	-100%	
E203 · Profit Calculator License	5,000	3,000	-40%	
E204 · Train The Trainer				

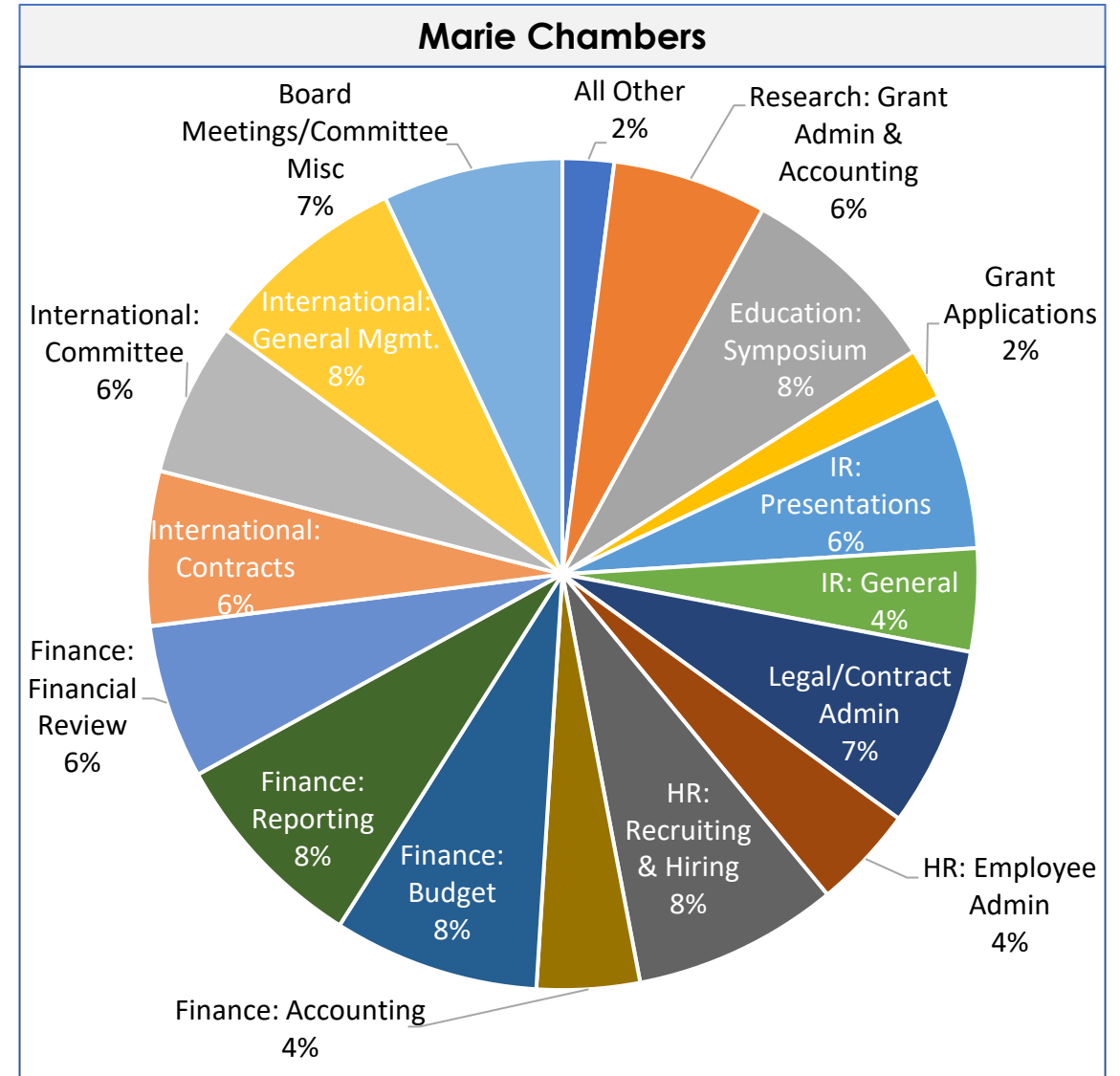
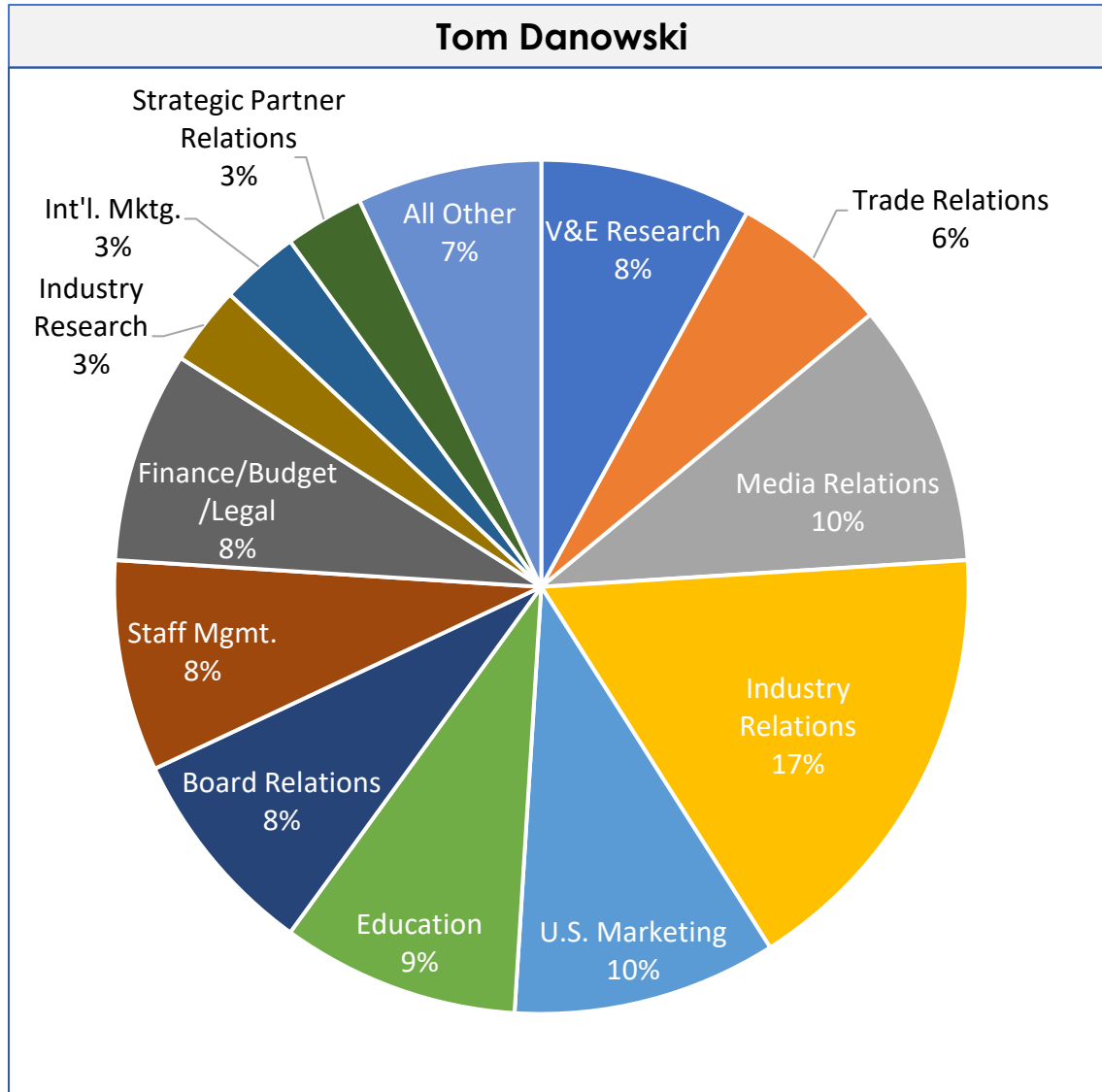
Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ	Notes
E205 · Comm Benchmark (SCBG)	84,500	84,500	0%	Year 2 of Comm Benchmark
E200 · Education Projects	100,500	88,500	-12%	
E300 · Trade Education				
E301 · Misc Trade Education	-	-		
E300 · Trade Education	-	-		Covered in Market Expansion
E800 · Education.Administration				
E801 · Education.Committee Meetings	1,000	-	-100%	
E802 · Education.Collateral & Mtls	-	-		
E803 · Education.Employee Development	-	-		
E804 · Education.Mtg & Travel Expense	3,000	4,000	33%	
E800 · Education.Administration	4,000	4,000	0%	
E900 · Education.Employee Compensation	107,783	163,201	51%	
2E000 · Education.	362,283	355,701	-2%	
3M000 · Marketing & Communications				
B000 · Brand Equity & Identity				
B100 · Agency Fees	10,000	-	-100%	None
B101 · Consumer Website Concept/Desigr	79,000	-	-100%	See Tourism.
B102 · Regional Workshops for Brand Dev	-	-		Remove
B103 · Regional Expression of Brand Work	-	3,000		Invite regions to incorporate True Character brand work into their own sites - offer subsidy to cover graphic design costs.
B104 · OWM Replacement Campaign		-		
B105 · Consumer Marketing Campaign	35,000	-	-100%	See Oregon Wine Month
Photography - WCLP Grant	4,000	-	-100%	
<b>B106 · Social Media Contractor</b>	-	-		Unable to fund
B000 · Brand Equity & Identity	128,000	3,000	-98%	
T000 · Tourism				
M205 · Wine Guide				
<b>Production</b>	15,000	30,000	100%	
<b>Distribution &amp; printing</b>		35,000		
M205 · Wine Guide	15,000	65,000	333%	Received quote for new/better distribution tactics to increase production to ~90,000. Quote recv'd: 70,000 estimated \$61k. 90,000 estimated \$70k.
M102 · Wines Fly Free	10,000	8,000	-20%	(Note that \$10k allocated in this cycle will be used to redesign materials in True Character brand and print fresh suite.) \$900 for brochure distro, \$5,800 for Touring Guide ad, \$5,000 for Travel Oregon partnership. (Adjusted to 8k)
T102 · Content Development (i.e. Photogra	10,000	-	-100%	Limitless
T103 · Consumer Website Platform Upgrac	5,000	-	-100%	This is a nice to have on top of the essential Bluefire retainer. With this we could add some additional complexity to the consumer site (such as weather widget, additional listing and/or event filters, etc.) (Adjusted to 0k)
T104 - Potential WCLP Grant		-		Offset for WCLP Grant income reflected above
M101 · Oregon Wine Month				
Trade Programming	75,000	10,000	-87%	Hard to pin this number down this early, especially if the Kroger partnership takes off and is targeted to May 2023. \$75,000 is good coverage for what we've been doing, could possibly shave off \$5-10k without significant impact.
Creative and project mgmt		12,000		
POS Printing and Distribution		15,000		
Media Plan & Management		38,000		
Merchandising Support		35,000		
M101 · Oregon Wine Month	75,000	110,000	47%	Q1 - Kroger/RDNC activation

Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ	Notes
MXXX · Ad/Search Spend	-	10,000		A mix of always-on spending to promote Guide orders, OWFF awareness, and search results. Example breakdown \$3,000, \$2,000, \$5,000 respectively. Adjust with performance. Management ideally assigned to same partner as social media management (fee of 20% of ad spend common).
T000 · Tourism	115,000	193,000	68%	
X000 · Market Expansion				
X103 - Trade Education Tools & Events				
X100 - Learn Oregon Content/Napa Va	15,000	10,000	-33%	NVWA support and promotion
M201 · Resource Studio Updates	20,000	15,000	-25%	RS updates and/or promotion
M106 · Domestic Trade Tasting/Educati	-	-		Program to ship tasting samples to VIP trade accompanied by OWB master class (i.e. Master the World)
M107 - GuildSomm Event Sponsorship	-	-		Not participating at this time
M105 · Trade Events - Teksom	10,000	12,000	20%	Recommending TEXSOM sponsorship again in 2022. \$12,000 covers sponsorship fee and presentation rentals. Strongly recommend FedEx TIWA partnership, cost unknown.
X202 - Trade Database/CRM Developn	-	-		Unable to fund
M104 · OTHER	-	3,000		Money for trade e-news letter development (design, guest writers, etc.)
X103 - Trade Education Tools & Events	45,000	40,000	-11%	
I000 · International Marketing				
I101 · Northwest Wine Coalition	65,000	65,000	0%	NWC Administration Fee
I102 · Non-Reimbursable Event Cost	30,000	15,000	-50%	Non-reimbursable expenses from events and inbound tours
I103 · Reimbursed Expenses	-	-		
I900 · Logistics and Admin Support	90,000	-	-100%	Expect to cover with grant funds
I000 · International Marketing	185,000	80,000	-57%	
X000 · Market Expansion	230,000	120,000	-48%	
C000 · Communications				
C100 · Media Relations				
<b>Cross Border AVA Tour with WSWC</b>	75,000	10,000	-87%	Airfare for 5 writers, rental SUVs, food at local restaurants to pair with wines for 6 days, 3x a day, fuel, snacks for the van, waters, activities fees. The Gorge, Walla Walla, Columbia Valley and Willamette Valley.
<b>Summer Media Tour</b>		10,000		Airfare for 5 writers, rental SUVs, food at local Restaurants and wineries to pair with wines for 8 days, 3x a day, fuel, snacks for the van, waters, activities fees. Umpqua Valley, Willamette Valley
<b>Other Media Tour; Oregon Wine Experience</b>		8,000		Rogue Valley. Airfare for 3 writers, rental SUVs, food at local Restaurants and wineries to pair with wines for 4 days, 3x a day, fuel, snacks for the van, waters, activities fees.
<b>Critical reviewers coming to OR. Other Coordination</b>		7,000		Wine Advocate, Wine Enthusiast, Decanter, SOMM Journal, Wine and Spirits, Food and Wine, more
<b>Wine Sample Shipping</b>		7,000		Shipping to magazines throughout the year incl. Hong Kong for James Suckling and all writers during COVID
<b>OR 22 or Wine Media Conference</b>		9,000		Special event hosting and entertaining for large journalist gatherings, reimbursing wineries and AVAs. Could also be applied to Pour it Forward.
<b>Other Programming, PR Contractor outreach and he</b>		15,000		Help to expand outreach, pitching, media tour coordination if needed, staff fill in.
C100 · Media Relations	75,000	66,000	-12%	
C200 · Media Analytics	9,000	10,115	12%	with a \$1500 increase, we can add more users to meltwater, which would include one person from each winemaking region to track their own region's press, and to make reports as beeded
C800 · Comm.Administration				
L101-Information Sharing Task Force	1,000	1,000	0%	

Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ	Notes
C801 · Subs & Pubs	1,500	1,900	27%	this allows for subs for Suckling, Wine Advocate, Spectator, NY Times and WSJ as well as the Oregonian and Forbes. We sometimes share these with winemakers too
C802 · Comm.Collateral & Materials	4,000	3,000	-25%	need to update our media kit annually
C803 · Comm.Employee Development	-	-		
C804 · Comm.Mtg &Travel	6,000	3,000	-50%	we've saved lots due to more virtual events now and in the future
C800 · Comm.Administration	12,500	8,900	-29%	
C900 · Comm.Employee Compensation	97,880	137,482	40%	
C000 · Communications	194,380	222,497	14%	
M800 · Marketing.Administration				
M801 · Marketing.Committee Meetings	1,000	1,000	0%	
M802 · Marketing.Collateral & Mtls	-	-		
M803 · Marketing Employee Development	2,000	-	-100%	
M804 · Marketing.Mtg &Travel	6,000	6,000	0%	
M800 · Marketing.Administration	9,000	7,000	-22%	
M900 · Marketing.Employee Compensation	171,771	285,366	66%	
3M000 · Marketing & Communications	848,151	830,863	-2%	
4K000 · Knowledge & Insights				
R200 · Industry Research				
R201 · Ag Census	72,000	75,000	4%	UO Contract
R202 · Economic Impact Statement	-	-		Conducted every 3 years
R203 · Winery Visitor Profile	-	-		
R200 · Industry Research	72,000	75,000	4%	
M300 · Market Research				
M301 · Market Research	22,500	15,000	-33%	Estimate - can remove
M302 · Nielsen Data	7,500	7,500	0%	Based on past cost
M303 · HFHE Research	-	-		
M300 · Marketing Research	30,000	22,500	-25%	
K900 - Employee Compensation	56,508	29,661	-48%	
4K000 · Knowledge & Insights	158,508	127,161	-20%	
5L000 · Leadership & Partnership				
L100 -Regional Meetings	10,000	2,500	-75%	TBD
G301 · Grant Writing	10,000	-	-100%	
G200 · Program Sponsorships/Contributions				
G201 · Oregon Solutions	-	-		
G201 · Misc Contributions	10,000	10,000	0%	Grant writing reimbursment pool/board allocations
G200 · Program Sponsorships/Contributions	10,000	10,000	0%	
G400 · Engagement Dashboard	15,000	-	-100%	TBD
G600 · Industry Relations				
G601 - Subscriptions	25,000	25,000	0%	Software subscriptions (mailchimp, Zoom, Alchemer, Wordpress, etc.)
G602 - Administration/Annual Report	5,000	5,000	0%	Design support
G603 - Strategic Planning	3,500	-	-100%	revisit and review strategic pan
G604 - Industry Website Upgrade	-	-		
G600 - Industry Relations	33,500	30,000	-10%	
L800 - Leadership & Partnership Administration				
L804 - Partnership Mtg & Travel	3,000	3,000	0%	
L800 - Leadership & Partnership Administratic	3,000	3,000	0%	
L900 - Employee Compensation	42,381	111,807	164%	
5L000 · Leadership & Partnership	123,881	157,307	27%	
6G000 · General & Admin				
G100 · Board Administration				

Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ	Notes
G101 · Meetings.Board	10,000	5,000	-50%	
G102 · Travel Expense.Board	10,000	5,000	-50%	
G100 · Board Administration	20,000	10,000	-50%	1 travel meeting to Walla Walla
G300 · Consultants				
G302 - Financial Review	10,000	-	-100%	
G300 · Consultants	10,000	-	-100%	
G500 · Office Administration				
G501 · Rent	12,000	1,000	-92%	Misc conf rental when needed
G502 · Equipment/Furniture/Maintenance	6,000	15,000	150%	IT Support
G503 · Postage/Supplies/Fees	12,000	16,000	33%	Insurance, misc fees, office supplies, storage, PO box rental
G504 · Telephone/Internet Fees	6,000	6,000	0%	Phone system fees, cell phone account
G500 · Office Administration	36,000	38,000	6%	
G800 · Staff Administration				
G802 · Employee Development.G&A	10,000	10,000	0%	TBD
G803 · Mtg &Travel.G&A	23,000	20,000	-13%	Vehicle rental, misc travel expense forstaff for meetings
G804 · Temp & Contract Support	35,000	20,000	-43%	Part Time admin and accounting support as needed
G805 · Legal Fees	20,000	20,000	0%	General DOJ legal inquiries and advice
G800 · Staff Administration	88,000	70,000	-20%	
G900 · Employee Compensation.G&A	566,393	294,463	-48%	
G999 · Accrued PTO Balances	56,378	50,000	-11%	Rounded Est
6G000 · General & Admin	776,771	462,463	-40%	
<b>TOTAL EXPENSE</b>	<b>2,652,975</b>	<b>2,378,944</b>	-10%	
<b>NET INCOME</b>	<b>(173,355)</b>	<b>(165,709)</b>	-4%	
Beginning Balance	948,702	567,335	-40%	
Ending Balance	775,347	401,626	-48%	
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	565,483	496,838	-12%	
Surplus/Deficit After Reserve Goal	209,864	(95,212)	-145%	
Total Compensation	1,085,097	1,084,429	0%	

# Comp Allocation





## MARCH 3 BOARD PACKET

# Education update

Prepared by: Bree Stock

### Oregon Wine Symposium 2022 update

#### Strategic objectives

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

Define, protect, and promote the reputation of Oregon wine globally

#### Overview

- The Oregon Wine Symposium for 2022
- Virtual Symposium Feb 15-17
- 4 Tracks – Viticulture, Enology and Sales & Marketing, Business of wine
- 3 General sessions featuring relevant state of the industry speakers
- 6 Research presentation updates of OWB funded research
- Industry Awards presentations after major sessions
- Sponsorship opportunity expansion

#### Status

- Complete
- We had a total of 890 people registered, and 646 active users in Swapcard – we don't get activity data for the free Industry Access users. Removing the Industry Access passes we had a 75% "check-in" rate.

Ticket Type	Ticket Price	Quantity Sold	Ticket Revenue
Full Access Admission Early Bird	\$79.00	248	\$16,007.00
Full Access Admission	\$99.00	178	\$15,641.00
Group Ticket (4 or more) Early Bird	\$69.00	164	\$10,971.00
Group Ticket (4 or more)	\$89.00	63	\$5,387.00
Student/Educator	\$49.00	49	\$2,401.00
Spanish Sessions	\$25.00	13	\$425.00
Spanish Sessions Group	\$125.00		
Speaker	\$0.00	26	\$0.00
Swapcard Only (includes sponsors)		108	
Industry Access – Complimentary	\$0.00	41	
<b>Total</b>		<b>890</b>	<b>\$50,832.00</b>



COMP Tickets (Symposium Only)	Quantity	Amount of Discount
<b>TOTAL:</b>	<b>102</b>	
2022RAFFLE	3	100%
AHIVOYCOMP22	15	100%
ASANTECOMP22	1	100%
BOARD	6	100%
CHEMEKETACOMP22	1	100%
COMP22	11	100%
IDAHOWINECOMP22	1	100%
LIVECOMP2022	1	100%
OWCCOMP	1	100%
PRESS	25	100%
SPEAKER	27	100%
STAFF	9	100%
WINEUNIFY	1	100%

● **SEMINARS**

● **Feb 15, Day 1:**

- 8am-9am: Viticulture – Soil & fertility management in Oregon vineyards. Dr. Patricia Skinkis.
- 9am-10am: Understanding Cover Crops & Organic Nutrient Management. Dr. Nick Andrews.
- 10am-10.30am: OWB Funded Research Updates
- 10.30am – 12.30pm: Enology. Winery Sustainability and Best Practices for Water Management in the Cellar.
- 1pm-2pm: General Session. State of Industry. Rob McMillan and State of M&A with Eric McLaughlin and Kevin O'Brien
- 2pm-2.30pm: Oregon Wine Board Update/Welcome
- 2.30pm-4.30pm: Sales & Marketing Focus: Community Benchmark & WISE Academy DTC data gathering and platform presentation (Pending Grant Approval)
- 5pm: Happy Hour

● **Feb 16, Day 2:**

- 8am-10am: 8-8.45am: Trunk Disease 2.0: New practices for managing trunk disease. Understanding the threat in vineyards. Speaker: Dr. Akif Askalen, UC Davis.
- 8.45am-9.15am: Grapevine Trunk Disease research findings in Oregon. Speaker: Dr. Achala KC - Oregon State University.
- 9.15-10am: Spring Practices for Preventing Trunk Disease with Simonit & Sirch. Speaker: Giacomo - Simonit & Sirch.
- 10am-10.30am: OWB Funded Research Presentations: Berry Size from Dr. Federico Cassasa.
- 10.15am: Rootstock Performance in Oregon from Dr. Patricia Skinkis
- 10.45-11.45am: Viticulture for Winemakers: Controls for vineyard pests and disease. Speaker: Dr.



Patricia Skinkis

- 11.45am-12.45pm: Powdery mildew; an exploration from vineyard through cellar to glass. Speakers: Dr. Michelle Moyer, Steve Mathiason
  - 1pm: General Session: State of Vine Growing in Oregon. Speaker: Dr. James Kern - OSU
  - 2.30pm: Inside PR & Communications Strategies. Speaker: Kelli Mathews, founder/managing director of Verve Northwest.
  - 3.30pm: A play book for successful PR & Communications strategies. Speakers: Kayt Mathers, owner/founder of Play Nice PR, and Michelle Kauffman, and Ryan Pennington.
  - **Feb 17, Day 3:**
  - 8am: Hot topics in water use and management in Oregon vineyards. Speaker: Chad Vargas.
  - 9am: Current research and best practices for developing water management programs. Dr. Alexander Levin, OSU.
  - 10am: OWB Funded Research. 10am: Botrytis Bunch Rot with Alex Wong. 10.15am: Gene Editing Technology from Dr. Laurent DeLuc
- 10.45am: Role of oxygen in winemaking: Johnny Brose (Chemeketa Community College)
- 11.45am: Techniques and Cellar Practices for the Use of Oxygen in Winemaking. Dr. Gavin Lavin Sack (Cornell University)
- 1pm: General Session: The Year That Was. A vintage review across the regions with Dr. Greg Jones Climate report tbc.
- 2.15pm: Navigating successful distribution and promotions in the 3-Tier landscape. Speakers: Jeff Lewis and Colin Eddy
- 3.30pm: Successfully positioning Oregon Wine Month in the on and off trade channels

## **Oregon Wine Symposium 2023 Visioning Committee**

### **Strategic objectives**

Harness statewide strength to unite and empower the Oregon wine industry

Advance collective intelligence in support of growing, making, and selling quality wines

Oregon Wine Board (OWB) Directors, Donna Morris and Eugenia Keegan, recruited an Ad Hoc committee to specifically address “The OWS2023+ Visioning Committee has been commissioned by the Oregon Wine Board in an advisory capacity to evaluate and recommend options for Board consideration in design and planning of future Symposia.”

The group recruited featured OWB directors, education committee members, current and former OWB board directors, industry leaders and Oregon Winegrowers Assoc. (OWA) and Oregon Wine Council (OWC) board directors and association members.

The group convened three times throughout December 2021 and January 2022 to discuss the historical format of the symposium, the 2021 virtual symposium and the future 2023 symposium. This group was asked to consider the following areas:



- Event design, budget, and timing
- Key audience and areas of focus
- Logistical and physical space requirements
- Virtual vs. “live” components
- Potential third-party alliance relationships that will ensure the OWB’s educational and financial objectives are achieved.

## **Overview**

By the end of the third meeting the consensus of the committee deemed a recommendation to the OWB board directors could be made for the future symposia. Three meetings were held from December 20 to January 26 with a consensus being reached on the 26<sup>th</sup>.

[December 20 Zoom recording](#)

[January 14 Zoom recording](#)

[January 26 Zoom recording](#)

Comparative assessments of the 2020 in-person Oregon Wine Symposium (OWS) and 2021 Virtual OWS focusing on the financials, survey satisfaction and registered attendees. The key take aways were

- The in-person OWS were only financially profitable for the Trade Show partner, OWA.

Both the in-person and virtual education series received the highest level of satisfaction by industry attendees.

- The trade show was not identified as important in attendee surveys and the committee agreed it was not a core element of education or of an industry gathering.

The industry role demographic of registered industry attendees was balanced between the three areas of educational focus at OWS (owners/GMs, Vit/Eno, Sales/Marketing).

## **Committee Comments**

- The committee agreed that industry-wide educational seminars drive industry attendance to OWS.

The committee members all agreed and voiced support and value for in-person gathering as important to Oregon wine industry culture and networking.

The over-arching requests that came from a consensus of the committee was for the OWB to deliver in-person and on-line industry education and, at minimum, to break even financially.

The traditional format of the in-person OWS pre-Covid was a successful event in the eyes of many committee members. The need for live-stream/on-line access was also deemed successful and an essential component for the event going forward.

The committee’s recommendation to the OWB is to deliver industry education across vit/eno and sales/marketing in a place that brings together all stakeholders and also provide live-stream online access for those who don’t participate in person”.



## **Status**

Ad Committee meetings are complete and finalized.

## **Next Steps and Timing**

Invite a preliminary proposal from OWA's Board by Feb. 21 about how it envisions sharing '23 revenues & costs.

OWB's Finance Comm. to bring their initial assessment of that to the March 3 board meeting.

Review of the **questions on the 3rd and ask OWA to prepare a presentation for April 21** board meeting.

## **Specialty Crop Block Grant: OWB partners with Community Benchmark and WISE Academy**

### **Strategic objectives**

Advance collective intelligence in support of growing, making, and selling quality wines

Harness statewide strength to unite and empower the Oregon wine industry

### **Overview**

Two-year program delivering a statewide benchmarking dashboard for producers and regional associations with expert DTC consultations and regional townhall quarterly. The integration of this technology coupled with coaching from WISE Academy and Community Benchmark will ensure producers expand DTC sales and develop successful DTC programs.

### **Status**

[Community Benchmark Grant Toolkit](#) posted to OWB industry website 12 November

[View recorded webinars, marketing materials, and see claimed accounts](#)

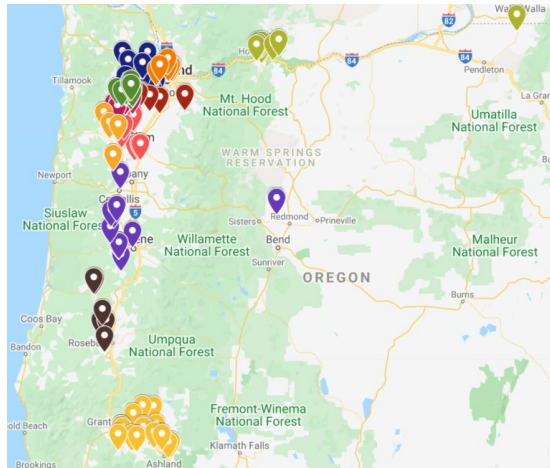
By the cut off Dec.15 there were 167 producers signed up for the CB program

Data uploads as of the end of January were 120 producers

[WISE Academy Metrics Activation Workshop January 24, 2022](#)

48 producers attended live webinar and 20 watched the recording

Dashboards for regional groups and producers currently being uploaded with data and



AVA/neighborhood cohorts.

### Next steps and timing

- Community Benchmark & WISE Academy presenting data collected and State of Oregon DTC at the Oregon Wine Symposium on Feb. 15
- March – regional townhalls for producers signed up by December 15

Join WISE Academy founder, Lesley Berglund, for a regional discussion and assessment into the trends from Community Benchmark data collected from DTC and Tasting room sales.

These town halls are for the three major regional areas in Oregon and will run for 90-minutes.

All are set for 10am - 11.30am PST

- **Southern Oregon/Rogue Valley is Wednesday 16 March**  
Register in advance for this meeting:

<https://us02web.zoom.us/meeting/register/tZYsceihrlvEt3gJ7fWGqX9cfRVzZjocU9R>

After registering, you will receive a confirmation email containing information about joining the meeting.

- **Willamette Valley is Thursday 17 March**  
Register in advance for this meeting:

<https://us06web.zoom.us/meeting/register/tZwduytrj0vGNa1HjHhOOLKmgqv3JEB4Ztw>

After registering, you will receive a confirmation email containing information about joining the meeting.



- **Walla Walla and Columbia Gorge - the border AVAs March 30th**

Register in advance for this meeting:

[https://us06web.zoom.us/meeting/register/tZlqce6grzgpH9Xx\\_-LwLd\\_U9rgxccaDfbgh](https://us06web.zoom.us/meeting/register/tZlqce6grzgpH9Xx_-LwLd_U9rgxccaDfbgh)

- Second tranche of sign-ups to be launched at the symposium webinars will follow

## **Oregon Wine Month Trade Education Webinars & Certification Development Update**

### **Strategic objectives**

Define, protect, and promote the reputation of Oregon wine globally

Engage with trade influencers and importers to increase availability of Oregon wine

### **Overview**

- Oregon Wine Month 2022 regional webinar campaign development – 7 webinars
- Learn Oregon Certification development for OWM with Online Wine Academy/NVWA
- WSET UK wine and climate change seminar tbd
- Seoul delivery of Advanced certification in July tbd

### **Status**

- Translated content to be developed.
- Wine selections to be made and shipped.
- In development and assessing grant application opportunities to update AVA maps?

### **Next steps and timing**

- Content development of OWM masterclasses with regional input
  - Meetings held with regional associations February/March
  - Visits to regions to plan OWM webinar in March



## **OREGON WINE SYMPOSIUM 2023 VISIONING COMMITTEE MEETINGS RECAP**

Oregon Wine Board (OWB) Directors, Donna Morris and Eugenia Keegan, recruited an Ad Hoc committee to specifically address “The OWS2023+ Visioning Committee has been commissioned by the Oregon Wine Board in an advisory capacity to evaluate and recommend options for Board consideration in design and planning of future Symposia.”

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Comparative assessments of the 2020 in-person Oregon Wine Symposium (OWS) and 2021 Virtual OWS focusing on the financials, survey satisfaction and registered attendees. The key take aways were

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- The industry role demographic of registered industry attendees was balanced between the three areas of educational focus at OWS (owners/GMs, Vit/Eno, Sales/Marketing).

### **Committee Comments**

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The committee’s recommendation to the OWB is to deliver industry education across vit/eno and sales/marketing in a place that brings together all stakeholders while providing supplemental online content for those who don’t participate in person”.



## MARCH 3 BOARD PACKET

# Communications update

Prepared by: Sarah Murdoch

### Media Tours for 2022

**Strategic objectives:** Media Tours support the brand equity pillar by communicating stories of generosity and helping Market Expansion by reaching new audiences

#### Overview

Four media tours are slated for 2022:

Cross Border AVA Tour with Washington April 10-15  
Summer Tour After IPNC  
Oregon Wine Experience August 15-21  
Tour with Zephyr November 10 - 14

#### Status

Each Tour will have its own special flair and working partners and collaborations

- Cross Border AVA Tour will be the awakening in a post covid world and will explore the AVAs of Eastern OR/WA to PDX with 3-4 journalists.
- Summer Tour will bring 2 writers from IPNC down to the Umpqua and Southern OR AVAs and may work with Travel Oregon and Travel Lane County to hit home the track message where it meets with wine
- Oregon Wine Experience will bring 2-3 national writers to Southern Oregon to explore the majesty of the regions
- Tour with Zephyr will be with Allan for three days in the Willamette Valley, then end with OWB in the taste of Umpqua

#### Next steps and timing

Planning and working with all partners to solidify media and itinerary.

### Collaborations with WVWA and RVV

**Strategic objectives:** Working with the AVA groups can help collaboration with all pillars, especially wine tourism as we drill deeper into key region's strengths with press.

#### Overview

The Communications Department took a leadership role and collaborative stance with WVWA and RVV in Jan/Feb which resulted in better information exchange between the groups.



## **Status**

With WVWA we took the time to go through a tutorial with a media monitoring service with WVWA so they could show their members where the media hits were generating and thereby enhance the reputation of Oregon wine.

With RVV we provided key metrics for the PR for the past 3 years so they could present with Insights and Integration at their Board meeting.

We also provided RVV with the latest Wine Advocate vintage report.

We used social media to amplify the RVV wine club's messaging.

We had 1:1 meetings with both Emily Petterson and Gina Bianco on PR programs for the year, but especially Pour it Forward for Oregon Wine Month to see where we could align our strengths. I also took them through the intricacies of OWM PR which has been solid and made stringer with the Pour it Forward program.

## **Next steps and timing**

Put the Pour It Forward program into play by March 1.

# 2022-23 OWB Research Proposal Review Process

## Key dates:

**December 1, 2021: RFA opens**

**January 31: RFA closed**

**February 4: Proposal list with randomized reviewer assignments sent to committee**

**February 7: Steering committee assignment meeting**

**February 11: Reviewers receive assignments and training materials**

**March 4: Reviews complete**

**March 12: Review packets sent to lead reviewers**

**March 25: Review summaries and scoring sheet compiled**

**April 7: Full committee meeting with lead reviewers presenting**

**April 11: Recommendation ready for Board approval**

**April 15: List of projects sent to Board for review and approval**

**April 21: Board meeting**

## **January – February**

- Discussing new lead reviewers
- Scoring guidelines – all reviewers
- Lead reviewer summary form – lead reviewers only
- Proposal review process (specific dates)
- Reviewers receive assignments

## **February - March**

- Reviews completed, Lead Reviewer summaries compiled
- Continuing Project Specialists make recommendations for ongoing funding

## **EARLY APRIL**

- Committee meets to ratify ongoing project list and prioritize new applications
- *Discussion guide in development*

*\*meeting dates subject to change*

**or.**

# 2022 V&E Research Overview

Total budget: \$375,000

Number of proposals: 22 (including continuing)

Steering Committee Members: 9

Committee Members/Reviewers: 55

**or.**



## **MARCH 2022 BOARD PACKET**

# **Marketing update**

**Prepared by:** Kai McMurtry

## **Oregon Wine Month Update**

### **Strategic objectives**

Brand Equity, Market Expansion, Wine Tourism

### **Overview**

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May as a promotional period of focused trial and awareness.

### **Status**

After a thorough program review in 2019, the OWB decided to reimagine OWM programming for 2021. COVID delayed those plans to begin with OWM 2022. That review and rebuilding process is currently underway with industry experts.

- June 30 – Nearly 3 dozen 3-Tier trade professionals from around the country, representing some of the largest distributors and chain retailers, joined OWB Directors and staff, led by Justin King and Alison Sokol-Blosser, as well as industry members and Regional Association representatives to discuss critical ideas for a bigger, better OWM in the 3-tier system.
- July 8 – A complimentary group of OWB Directors and staff, and industry DTC managers and principals was convened to discuss critical ideas for a bigger, better OWM in the DTC channel.
- An implementation committee for each channel (3-tier, DTC) followed and continues the work of identifying tactical priorities and designing OWM 2022 programming.
- A national chain retail sell sheet was delivered as promised in Sept. and shared with the industry via email. The first of two OWM webinars for the industry was delivered on Nov. 10 and a comprehensive program deck of all confirmed trade and consumer programming was published on Nov. 23. All assets are updated as new program tactics and details are confirmed.

### **Next steps and timing**

- March 1: OWM webinar #2
- March: Build out OWM resources on OregonWine.org
- April: Ship POS to tasting rooms and trade partners nationally
- April: Begin online trade education, presented by Bree Stock, and begin paid program promotion
- May: Execute all program tactics



## Consumer Website Update

### Strategic objectives

Brand Equity, Wine Tourism

### Overview

Rebuild oregonwine.org to reflect the OWB's new True Character brand work as well as update the content and architecture to best serve the industry and current marketplace.

### Status

Technical implementation is complete and content staging is in the final few days. Preparations for March launch and QA are underway. Site was previewed for industry at Symposium.

### Next steps and timing

- March:
  - Launch site, continue QA and bug fixes
  - Share: launch announcement with industry, new site toolkit on industry.oregonwine.org, and industry invitation to review content and provide OWB feedback
- Mar. – June: Refinement

## Oregon Wine Flies Free Material Redesign

### Strategic objectives

Wine Tourism

### Overview

Redesign OWFF material in the new True Character branding. 2021-22 budget includes funding for this work.

### Status

Planned as a H2 project, work has not yet begun. Project is discrete and modest in scope. OWB staff will tackle as staff resources allow.

### Next steps and timing

- Outline specific assets, specs, etc. and compose creative brief for designer
- Contract designer and produce assets
- Once assets are complete, message industry for order/download opportunity
- Add completed assets to OWFF toolkit



## **MARCH BOARD PACKET**

# **Trade relations update**

**Prepared by:** David DeWitt

### **Oregon Wine Month Trade updates**

#### **Strategic objectives**

Market Expansion, Brand Equity

#### **Overview**

Since 2012, the Oregon wine industry has celebrated Oregon Wine Month annually in May as a promotional period of focused trial and awareness.

#### **Status**

The OWB has been in communication with regional and national trade partners to align efforts in promotion and strategy to increase sales through marketing efforts and presentations. These efforts have been focused with association partners, wineries, and distributors to develop cohesive action plans for May 2022 and beyond. Partners and target retailers include RNDC, WVWA, Kroger, New Seasons, Port of PDX, Market of Choice, and more.

- WVWA and OWB have confirmed support from New Season's Markets and Zupan's.
- In conjunction with regional Account Executives from RNDC the OWB presented Wine Month to Safeway/Albertson's Oregon. There is a new regional buyer in place for SWY – Kris Brouhard.
- Printed POS offering has been sent to all trade member with over 120 orders nationwide from retailers, distributors, and tasting rooms.
- Communication with Port of Portland and Alaska Airlines is underway to plan OWM support at PDX Airport.
- Final OWM webinar on March 1 to focus on DTC tactics and touch on final OWM programming.
- OWM educational webinars scheduled for all trade running April through May with Bree Stock.
- Napa Valley Wine Academy Oregon Wine Expert certification program offering for 100 trade/industry individuals.

#### **Next steps and timing**

- Finalize hard POS orders captured by March 1 with shipments to occur first week of April.
- Invite association groups to participate with an event calendar for PDX Airport opportunity and solidify promotional details by mid-March.
- Work with RNDC to enhance Safeway/Albertson's regional program. This includes digital POS formats and educational opportunities. Finalize all details by end of March.
- Shore up all trade and industry for educational webinars, along with presentation details, to secure a high level of attendance throughout the promotional period (April-May). Trade and Industry invites will occur in late February with additional invite sent before each session.



- Updates to Oregon Expert curriculum covered by NVWA and execution of 100 course offerings established amongst association members and trade/industry by mid-April.

## **TEXSOM 2022 – Teksom International Wine Awards**

### **Strategic objectives**

Brand Equity, Market Expansion

### **Overview**

TEXSOM is regarded as one of the premier trade/industry conferences in the country with international participation. TEXSOM Awards brings the industry together to identify and champion beverages of quality and distinction from around the world, invests in brand-building for all award-winners, and creates additional avenues to market and exposure through the extensive sommelier and beverage industry network.

### **Status**

We will be working with the industry to encourage submissions to TIWA.

- Submissions and awards have been steadily increasing since OWB's involvement.
- Since 2016 OWB has participated in the conference and awards process.
- In 2020 174 wines were awarded medals from all regions.
- The OWB has partnered with Fed Ex to cover shipping costs for interested wineries.

### **Next steps and timing**

- Work with Fed Ex contacts to shore up rates and shipping window, submissions are due by 4.24.22.
- Craft an Industry email to convey program details and secure shipments. Communicate no later than 3.8.22

## **Resource Studio Updates**

### **Strategic objectives**

Brand Equity, Market Expansion, Wine Tourism, Insights and Integration

### **Overview**

Overhaul presentations with True Character branding and update information to the trade Resource Studio.

### **Status**

The Resource Studio is currently under construction with refreshed branding and current statistics.

- Update all AVA's information and add PDX Urban Wineries presentation.
- Supplement additional presentations with current accolades and endorsements to completely refresh the "Full Story" download.



### **Next steps and timing**

- Design work is under way with completion by mid-March.
- Outreach with AVA associations and industry contacts is ongoing along with utilizing the 2020 Winery and Vineyard Report for presentation updates. Completion goal by end of April.