



**Proposed August Budget Adjustments
Public Presentation and Input
July 22, 2025**

Agenda

Revised Chart of Accounts

Approach to Adjustments

Revenue & Expense Adjustments

Program Spends

Line-Item Budget Review

or.

Comments & Revised Chart of Accounts

The budget is a living document; the Board of Directors will review the budget at least quarterly to allow for timely response to industry programming.

OWB supports International and Exports programming via Northwest Wine Coalition with \$175K. This investment will provide ~\$1.4M in grant spending during FY25-26.

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.

All employee compensation and staff administration are in G&A; previously these were allocated across all six expense areas.

or.

Approach to Adjustments

Budget adjustments developed based on projected FY24-25 year-end financials.

FY24-25 Revenue will finish 20% ahead of budget, ~\$500K, driven by grape assessment.

FY24-25 Expenses will close 15% under budget, ~ \$550K. The two largest factors are employee compensation, \$270K, due to lower than planned FTEs, and WCLP Grant Expenses, \$142K, rolling to FY25-26

FY25-26 Budget will run a deficit of ~\$730K to spend down surplus funds. This deficit spend may increase once the FY24-25 financials are finalized.

or.

Revenue Assumptions

Grape Assessment is a more conservative approach than the standard 3-year average. Assumption assumes 2025 crush down as much as 20% of last 3-year average.

Privilege Tax Revenue uses an average of the last 3-years.

Symposium Revenue offsets Symposium Expenses for \$0 gain.

Grant Revenue – Wine Country License Plate grants totaling \$50K

Wine Cellar Valuation has been added to the P&L effective FY24-25 per SOS audit findings. This is a non-cash item.

or.

Expense Assumptions & Major Updates from March Budget

FY25-26 expenses exceed revenue ~\$730K to spend down surplus from FY24-25.

Education budget increased by \$157K (+44%). The main increase is focused on developing educational content and supporting a part time contractor.

Marketing budget increased \$508K (86%). The Marketing Committee and Co-Chairs have been closely working on the updated strategy and budget. The marketing strategy will evolve to focus on bold, nationally reaching, and always-on campaigns that elevate the visibility and perception of Oregon wine. The budget reflects this shift, prioritizing brand clarity, campaign consistency, and high-impact engagement across multiple channels.

General & Admin increased \$84K (+26%). Most of the increase to CRM start-up/support.

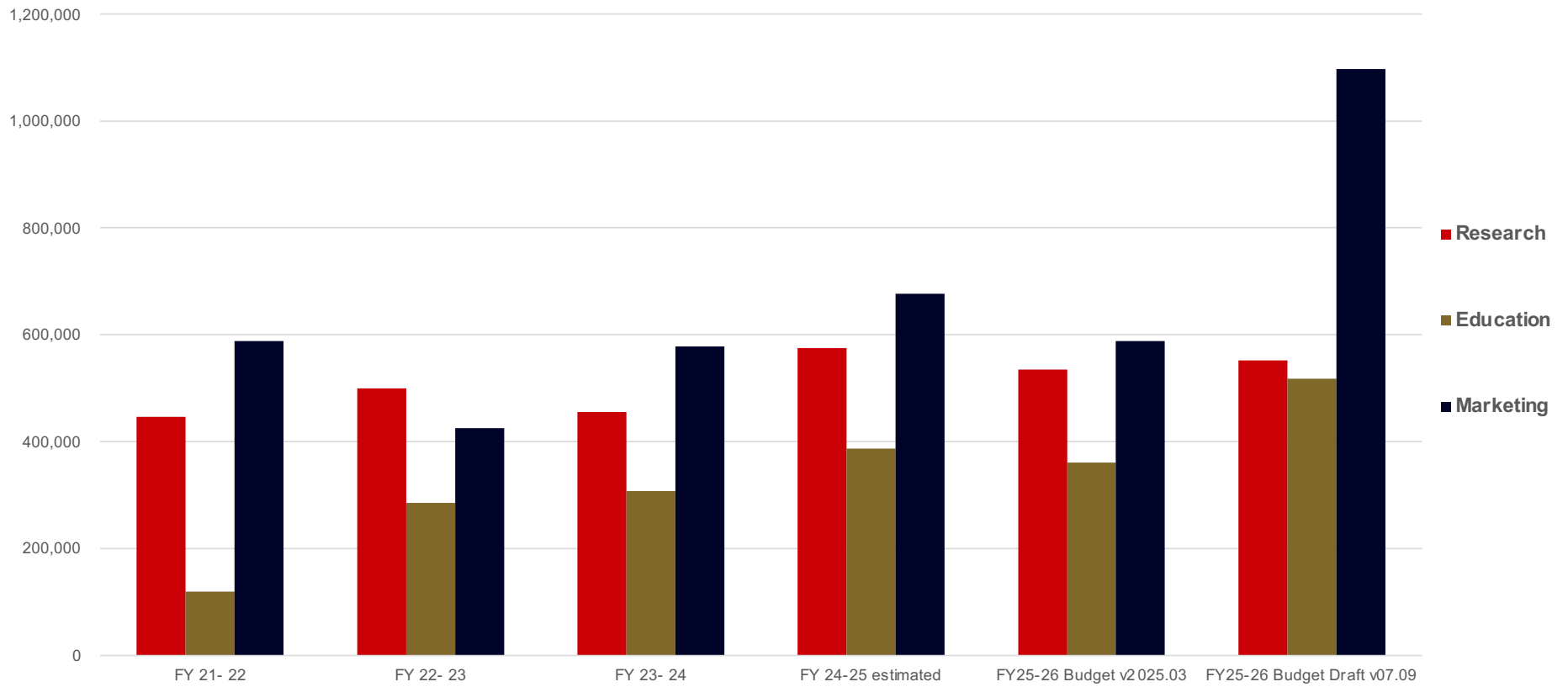
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FY25-26 Proposed August Adjustments - Summary

		FY 24-25 estimated	FY25-26 Budget v2025.03	FY25-26 Budget Draft v2025.07	July Draft vs March	July Draft vs March
Revenue						
	Grape Assesment	\$2,660,484	\$2,100,000	\$2,216,400	\$116,400	6%
	Privilege Tax	\$311,358	\$309,700	\$310,000	\$300	
	Symposium	\$276,110	\$330,000	\$330,000	\$0	
	Grant Revenue - WCLP	\$50,000	\$50,000	\$50,000	\$0	
	Interest	\$63	\$55	\$55	\$0	
	Wine Cellar Valuation	\$47,756		\$50,000	\$50,000	
	Total Revenue	\$3,345,771	\$2,789,755	\$2,956,455	\$166,700	6%
Expenses						
	Research	\$574,693	\$535,000	\$552,500	\$17,500	3%
	Education	\$387,412	\$360,500	\$518,000	\$157,500	44%
	Marketing	\$676,573	\$588,700	\$1,097,500	\$508,800	86%
	General & Admin	\$1,449,734	\$1,432,000	\$1,516,000	\$84,000	6%
	Total Expenses	\$3,088,413	\$2,916,200	\$3,684,000	\$934,500	26%
	NET Income	\$257,358	(\$126,445)	(\$727,545)		

or.

Program Spends*

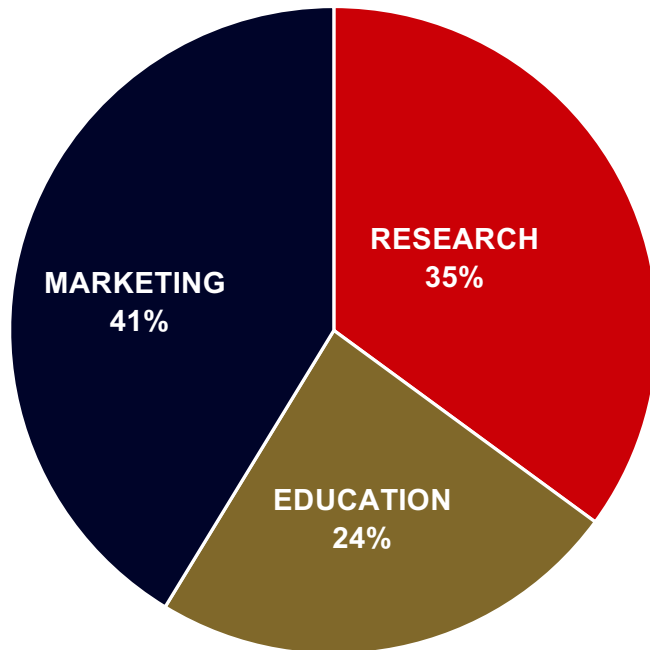


**Program Spends do not include G&A or payroll*

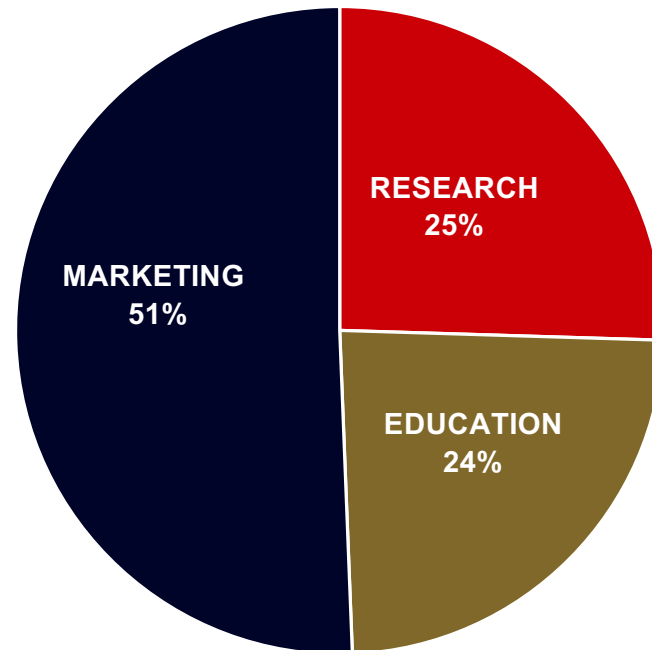
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Program Spends*

FY 24-25 estimated



FY25-26 Budget Draft v07.09



**Program Spends do not include G&A or payroll*

or.

FY25-26 Budget Draft v2025.07.09 - Revenue

FY25-26 Budget Draft v2025.07.09		
Revenue		
	Grape Assesment	2,216,400.00
	Privilege Tax	310,000.00
	Symposium	330,000.00
	Grant Revenue	
	Wine Country License Plate	50,000.00
	Specialty Crop Block	0.00
	Interest	55.00
	Wine Cellar Valuation	50,000.00
RevenueTotal		2,956,455.00

or.

FY25-26 Budget Draft v2025.07.09 - Research

Research			
	Scientific Research		
		Grants for Vit & Enology	352,500.00
		Research Support	23,000.00
	Insights and Data		49,000.00
	Industry Research		125,000.00
	Research Contractors		
	Committee Administration		3,000.00
Research Total			552,500.00

or.

FY25-26 Budget Draft v2025.07.09 - Education

Education			
	Symposium		330,000.00
	Industry Resources		20,000.00
	Oregon Wine Education		90,000.00
	Education Contractors		75,000.00
	Committee Administration		3,000.00
Education Total			518,000.00

or.

FY25-26 Budget Draft v2025.07.09 – Marketing

Marketing		
	Media-Digital Promotion	193,000.00
	Trade Programming	60,000.00
	Creative	73,000.00
	Events and Sponsorships	71,000.00
	Website Upgrade & Maintenance	75,000.00
	Wine Guide	85,000.00
	Public Relations	
	Media Analytics + Publications	25,000.00
	FAM Tours + Hosted Media	50,000.00
	Critical Tastings	25,000.00
	Industry Grants	50,000.00
	WCLP Matching Funds	142,500.00
	International Marketing Program	175,000.00
	Marketing Contractors	70,000.00
	Committee Administration	3,000.00
Marketing Total		1,097,500.00

or.

FY25-26 Budget Draft v2025.07.09 – General & Admin

General & Admin		
	Technology Equipment & Support	30,000.00
	Software Subscriptions	65,000.00
	Supplies	25,000.00
	Utilities	16,000.00
	Legal	30,000.00
	Wine Storage	4,000.00
	Board Administration	32,000.00
	Rent	79,000.00
	Staff Administration	
	Travel	35,000.00
	Employee Development	20,000.00
	Employee Compensation	1,100,000.00
	PTO Accrual	50,000.00
	G&A Contractors	30,000.00
General & Admin Total		1,516,000.00
Expense Totals		3,684,000.00
Net Income		-727,545.00

or.