

**OREGON WINE BOARD  
2023-24 PROPOSED BUDGET DRAFT**

		<b>Amount</b>
<b>Income</b>		
Tax Income		2,210,839
Symposium Income		350,000
<b>Total Income</b>		<b><u>2,560,839</u></b>
<b>Program Expenses</b>	<b>Strategic Priority</b>	
Research Grants	Research	406,140
NWCSFR Contribution & Travel	Research	8,000
Symposium	Education	350,000
DTC Sales Workshop	Education	5,000
Social Media Marketing	Marketing	15,000
Wine Touring Guide	MarComm	15,000
Wines Fly Free	MarComm	15,000
Oregon Wine Month	MarComm	150,000
Digital Advertising	MarComm	20,000
Resource Studio Updates	MarComm	15,000
Trade Events - Teksom	MarComm	12,000
Other Trade Education	MarComm	10,000
International Marketing Contractors	MarComm	160,000
Media Relations	MarComm	50,000
Vineyard & Winery Survey	Knowledge & Insights	75,000
Economic Impact Statement	Knowledge & Insights	30,000
Market Research	Knowledge & Insights	15,000
Nielsen Research	Knowledge & Insights	7,500
Program Contributions (Grants)	Partnership	15,000
Program Administration		145,515
General Administration		200,000
Compensation		1,175,907
<b>Total Expenses</b>		<b><u>2,895,062</u></b>
<b>Net Income</b>		<b><u><u>(334,223)</u></u></b>