

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

		Amount
Income		
Tax Income		2,210,839
Symposium Income		350,000
Total Income		<u>2,560,839</u>
Program Expenses	Strategic Priority	
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	70,000
Vineyard & Winery Survey	Knowledge & Insights	75,000
Economic Impact Study	Knowledge & Insights	10,000
Market Research	Knowledge & Insights	20,000
Nielsen Research	Knowledge & Insights	7,500
Program Contributions (Grants)	Partnership	10,000
Program Administration		145,515
General Administration		200,000
Compensation		1,175,907
Total Expenses		<u>2,895,062</u>
Net Income*		<u><u>(334,223)</u></u>

**Net loss covered by prior year surplus*