



**AUGUST 7, 2024**

# Oregon Wine Board Meeting **FINAL** Agenda

Hampton Inn  
 1 Nichols Parkway, Hood River  
[Zoom link](#)

Time	Topic	Documents	Leader
9 – 9:05 a.m. (5 minutes)	<b>Public Board Meeting</b> <ul style="list-style-type: none"> <li>Welcome and Opening Remarks</li> </ul>		G. Jones
9:05 – 9:10 a.m. (5 minutes)	<b>Board Meeting Minutes</b> <ul style="list-style-type: none"> <li>June 17 Meeting Minutes</li> </ul>	<a href="#">June 17 Minutes</a>	G. Jones
9:10 – 9:40 a.m. (30 minutes)	<b>Executive Director Update</b> <ul style="list-style-type: none"> <li>Hiring Update</li> <li>Travel Oregon Collaboration</li> <li>WCLP Matching Grant Application</li> <li>Industry Grant Program Renewal</li> </ul>	<a href="#">Recommended Guideline Changes FY 2024-25</a>	G. Bianco
9:40 – 10:00 a.m. (20 minutes)	<b>Industry Partnership Committee (IPC)</b>		D. Irvine
10 – 10:40 a.m. (40 minutes)	<b>Marketing Committee</b> <ul style="list-style-type: none"> <li>Committee Update</li> <li>Come Over October fall campaign</li> </ul>		G. Mortensen M. Ponzi G. Bianco
	<b>International Marketing &amp; Export Committee</b> <ul style="list-style-type: none"> <li>Committee Update</li> <li>FY 2024-25 Budget &amp; Programming</li> <li>FY 2023-24 Highlights</li> </ul>	<a href="#">International Update</a>	A. Ramirez S. Crawford M. Bray
10:40 – 11 a.m. (20 minutes)	<b>Research Committee</b> <ul style="list-style-type: none"> <li>2025-26 RFP &amp; Calendar</li> </ul>	<a href="#">Calendar RFP</a>	G. Jones
11:40 – 12 p.m. (20 minutes)	<b>Education Update</b> <ul style="list-style-type: none"> <li>OWS Planning</li> <li>TEXSOM</li> </ul>		B. Stock
12 – 12:30 p.m. (30 minutes)	<b>Lunch</b>		
12:30 – 1:15 p.m. (45 minutes)	<b>Finance Committee</b> <ul style="list-style-type: none"> <li>FY 2023-24 Year End Financials</li> <li>FY 2024-25 Proposed Budget Adjustments</li> <li>2025 OWS Budget Review</li> </ul>	<a href="#">FY23-24 Year End Financials</a> <a href="#">FY24-25 Proposed Budget Adjustments</a> <a href="#">2025 OWS Budget Review</a>	S. Crawford
1:15 – 1:30 p.m.	<b>Communications Update</b> <ul style="list-style-type: none"> <li>Smoke Communication</li> <li>Regional media reports</li> <li>Grapevine</li> </ul>		K. von Bargaen



1:30 – 1:45 p.m.  
(15 minutes)

**Other Business & Public Comment**

- Board Vacancies & Nominations Process

[Board Information & Application](#)

All

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1:45 p.m.

**Adjournment**

G. Jones

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**ATTENDEES**

**Board**

Greg Jones, Tiquette Bramlett, Justin King, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Anna Maria Ponzi, Adam Ramirez

**Staff**

Gina Bianco, Sally Crawford, David DeWitt, Stacey Kohler, Katie von Bargaen

**Contractors**

Margaret Bray, Bree Stock



June 17, 2024

## Board meeting minutes **DRAFT**

[Recording link](#)

### ATTENDEES

#### Board

Greg Jones, Justin King, Tiquette Bramlett, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Anna Maria Ponzi, Adam Ramirez

#### Staff

Gina Bianco, Sally Crawford, David DeWitt, Stacey Kohler, Bree Stock

#### Guests

Lois Cho (Cho Wines), Julie Dalrymple, (WVWA), Jana McKamey (OWA), Morgen McLaughlin (WVWA), Megan Merkel (WVWA), Kate Norris (WVWA), Michelle Wasner (Seufert Winery)

### MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 10:37 a.m.

#### Review of meeting minutes

- The Board reviewed the meeting minutes from March 8, 2024.

**MOTION:** J. King moved that the March 8 meeting minutes be approved. T. Bramlett seconded. The motion carried 9-0.

- The Board reviewed the meeting minutes from May 2, 2024.

**MOTION:** J. King moved that the May 2 meeting minutes be approved. T. Bramlett seconded. The motion carried 9-0.

#### Marketing Committee

- G. Mortensen discussed various marketing and branding strategies, emphasizing the importance of regionalism, fresh ideas, and representation of the state's regions and sizes.
- M. Ponzi commented that the committee members have expressed enthusiasm for new marketing initiatives and fresh ideas.
- The Board discussed the revised Marketing Committee Charter.

**MOTION:** M. Ponzi moved that the revised Marketing Committee Charter be approved. D. Irvine seconded. The motion carried 9-0.



## Oregon Wine Month

- D. DeWitt provided an update to the Board on Oregon Wine Month activities and data analysis.
  - OWB will be hosting a webinar on July 17 with D. Brager to share the results of all the activities, analyze the trends, and conduct a mid-year review of control channels, direct-to-consumer sales, on- and off-premises depletions, and scan data.
  - J. King suggested the OWB look into having a consumer facing event in Oregon every year to help support OWM programming.

## International Marketing

- G. Jones began the conversation with a brief introduction to OWB's international marketing work and collaboration with NWC (Northwest Wine Coalition).
  - G. Bianco updated the Board on the International Marketing and Export Committee Charter and its purpose, responsibilities, and committee members.

**MOTION:** A. Ramirez moved that the International Marketing and Export Committee Charter be approved. G. Mortensen seconded. The motion carried 9-0.

**MOTION:** J. King moved that Adam Ramirez be appointed Chair and David Millman Vice-Chair of the International Marketing and Export Committee. M. Ponzi seconded. The motion carried 9-0.

## IPC Committee

- D. Irvine gave a summary on how and why the IPC Committee was formed a year and a half ago and asked for some revisions to the charter be approved.
  - Those revisions include refining the feedback loop between OWB and the industry, onboarding processes and attendance expectations.

**MOTION:** J. King moved to approve the revisions to the IPC Committee Charter. T. Bramlett seconded. The motion carried 9-0.

## Education Committee

- B. Stock gave an update on the planning and development of the 2025 Oregon Wine Symposium.
  - The 2025 event agreement has been signed with OWA and Social Enterprises for the Oregon Convention Center on February 3-4, 2025.
  - The trade show and breakout seminar sessions will run for a day and a half.
  - Track seminars are in development with the Education Committee for enology, viticulture, sales and marketing, and the leadership and executive tracks.

**MOTION:** G. Mortensen moved that Austin Kraemer be appointed to the Education Committee. J. King seconded. The motion carried 9-0.

## DEI

- C. Gonzales encouraged the Board to join the monthly DEI training sessions which are being held through the end of 2024.



## Finance Committee

- S. Crawford updated the Board on the 3<sup>rd</sup> Quarter FY 2023-24 financials.
  - Revenue is 16% ahead of budget due to grape assessment.
  - Symposium revenue was within 1.5% of the budget; OWS netted a small profit for OWB this year.
  - Expenses are estimated to come in about 9% under budget for this fiscal year.

## FY24-25 Budget Process

- S. Crawford informed the Board that OWB is extending its public input sessions to include the August budget revisions.
  - A proposed revised budget will be posted in early July.
  - The July 11 Industry Partnership Committee (IPC) will include a budget discussion.
  - Additionally, a public presentation will be held on July 30 for input.
  - The Board will vote on budget revisions at the Aug 7 meeting.

## Biannual Financial Review and 2024 SIBA 2021-2023 Biennium Report

- S. Crawford updated the Board that the financial review found an error in the FY21-22 year-end financial statements.
  - Net income was lower than the general ledger by \$148,175 (\$31,880 due to a decrease in income and \$116,295 due to an increase in expenses). FY22-23 financial statements agree to the general ledger without exception.
  - Upon detailed review, it was found that the P&L reported for FY21-22 year was comprised of actuals for July-April and forecasted amounts for May-June.
  - Effective with FY23-24 all budget versions and financials are maintained and pulled directly from QuickBooks reducing risk from errors due to manual updates.

**MOTION:** G. Mortensen moved that the 3<sup>rd</sup> Quarter FY 2023-24 be approved as presented. C. Gonzales seconded. The motion carried 9-0.

**MOTION:** M. Ponzi moved that FY 2021-22 restated financials be approved as presented. T. Bramlett seconded. The motion carried 9-0.

## Tax Collection and Regulation

- There was discussion around the need for a vineyard and winery registry system to ensure compliance with taxes and regulations.
  - It was suggested that the industry work with the state's Department of Agriculture and the OLCC to demonstrate a willingness to formalize controls and improve enforcement.

## Industry Grant Requests

- G. Bianco led a discussion surrounding the proposed new guidelines for the industry grant program.
  - G. Bianco is asking that the 2023-24 grant funding cycle be extended to July 30 to allow for more specifics and clarification of the program.

**MOTION:** M. Ponzi moved that the 2023-24 grant funding cycle be extended to July 30. G. Jones seconded. The motion carried 9-0.



- The Board reviewed two Industry Grant Requests
  - The Board approved the Umpqua Valley Winegrowers Association grant request of \$1,500 to help fund their digital advertising and a new logo design, celebrating the 40th Anniversary of the Umpqua Valley AVA Project.
  - The Board approved of ¡SALUD! Grant request of \$2,000 to enhance digital marketing strategy via LinkedIn and YouTube to increase the outreach and engagement with potential donors to increase awareness of the option for addressing the healthcare needs of wine industry workers.

#### **Other OWB Business**

- G. Bianco updated the Board on the OWB reorganization, IPNC announcement, & the OPC International Media Tour.

#### **MEETING FINALIZATION**

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 12:25 p.m.

#### **JUNE 17, 2024**

##### **Executive Session**

The Oregon Wine Board Directors met in Executive Session and discussed:

- OWB Staff Position Updates
- International Marketing and Export Committee
- Wine Country License Plate Grant 2024-25
- USDA-NASS Vineyard Census
- 2024 Budget Overview
- Setting the Stage for Strategic Planning



**JULY 1, 2023 – JUNE 30, 2024**

## **Industry organization grant program**

### **Overview**

The Oregon Wine Board will accept written requests from Oregon-based wine industry not-for-profits (NFPs) until June 30, 2024 for grants of up to \$2,000. Each NFP may apply once per fiscal year.

### **Eligibility**

Funding requests must be presented in writing from a Steering Committee or a Board of Directors representing an Oregon wine industry NFP recognized in IRS tax code as tax-exempt. Grants are not made to individuals or for-profit businesses. Amounts in excess of \$500 require Wine Board approval in a public Board meeting. Requests are required a month in advance of the next posted OWB [Board meeting](#).

### **Intended uses of grant funding**

The grants are designed to assist in funding activities that support each NFP's unique mission. Funds can be used for purposes approved by each NFP's Board including professional grant writing assistance, reimbursements for expenses incurred by visiting members of the media or academics engaged on a project of importance to the NFP. Grant money can also be directed towards other activities as requested by an NFP's Board insofar as such activities are consistent with the Oregon Wine Board's emphasis on Research, Education, Media Relations and Marketing programs.

Awards require some level of hard dollar investment by the requesting organization. A dollar-for-dollar match is not required, but written requests should detail the funds to be made available by a requesting organization.

### **Request submission process**

The Oregon Wine Board has designed a form for NFP Boards to provide the information required to process their requests. Each submission is to include the following:

- The precise amount being requested up to \$2,000;
- The signature of the Board's Chair or an acknowledgment that the request is from a Board officer on behalf of the NFP;
- Confirmation of the NFP's tax-exempt status, such as a tax ID number or any other identifier from founding documents establishing it as a tax-exempt 501(c) sub-classification;
- A description, with relevant detail, of the project(s) the money will be used for;
- The dollar contribution being made from a requesting organization's own funds or other sources;
- A date by which the NFP agrees to report back in writing to OWB on how the funding was invested.

### **Amount**

A maximum of \$2,000 per NFP will be awarded between July 1, 2023 and June 30, 2024 upon approval by the Oregon Wine Board.

## **Other information**

While funds are intended to be used during the year in which they are awarded, there will be no penalty for carrying them over into the subsequent year if a project is delayed.

The Oregon Wine Board reserves the right to amend or terminate this grant program at any time, however any funds awarded but not spent will remain with the organization to which they were dispensed and are to be used for the project, or one similar to that, described in the request.

Recipient NFPs will be listed in OWB's Annual Report along with a summary of their project description.





## **AUGUST 2024 BOARD PACKET**

# **International Marketing and Export Committee Update**

**Prepared by:** Margaret Bray and Sally Crawford

### **Strategic objectives**

Enhance the reputation of Oregon Wine and market expansion

### **Overview**

International Marketing program is primarily designed to support the Market Expansion component of the Wine Board's Strategic Plan. Secondly, the OWB's grant-funded global events and in-bound tours for high-value trade partners reinforce the Leadership and Partnership imperative where statewide coordination maximizes efficiency and effectiveness.

Oregon Wine Board and Washington State Wine Commission are members of the Northwest Wine Coalition (NWC). NWC applies for and receives USDA funds for export and growth of international markets.

### **Committee**

The IM&E Committee had their kickoff meeting on June 20 the main focus of planning and input for FY23-24. A follow up meeting was held on July 19 to input on programming. The committee's next meeting will be August 29 to discuss longer term programming and metrics.

#### **Committee Members:**

- David Adelsheim (Adelsheim)
- Cam Christie (Elk Cove)
- Randy Ford (Cristom)
- John Grochau (GC Wines)
- Justin King (King Estate)
- David Millman (Vice Chair) (DDO)
- Robert Morus (Phelps)
- Kate Norris (Division)
- Adam Ramirez (Chair) – Conventry Vale
- Howard Rossbach (Citation)
- Abigail Smyth (Crimson Wine Group – Archery Summit)
- Mark Wisnovsky (Valley View)

#### **OWB Staff:**

- Gina Bianco – Executive Director
- Sally Crawford – Chief Financial Officer
- Margaret Bray – International Program Contractor
- Katie von Barga - Communications Director

### **FY23-24 Programming Summary**

FY23-24 was the busiest for international programming in the history of OWB. We hosted events



across 3 continents and engaged trade in many countries, including inbound tours and in-market events, ranging from trade tastings to consumer promotions. The success stories submitted by participating wineries support our trending growth in export sales and are encouraging going into the next fiscal year of programming.

FY23-24 saw OWB traveling to two new countries, Norway and Singapore for programming and returning to our key markets, Canada, United Kingdom, Sweden, Japan and Korea. Additionally, OWB participated in three large trade shows for the first time in one fiscal year, Vinexpo Paris, Prowein in Dusseldorf and Vinexpo Asia in Singapore. Also, for the first time, the Level 2 NW Wine Certification was completed in Seoul and Tokyo, awarding over 50 trade the title of Pacific NW Wine Specialist. Inbound tours remained a core component of our programming including the Harvest Tour from Japan, the Summer Tour prior to OPC with trade from 8 countries and hosting the key buyers from the buying monopoly in Norway.

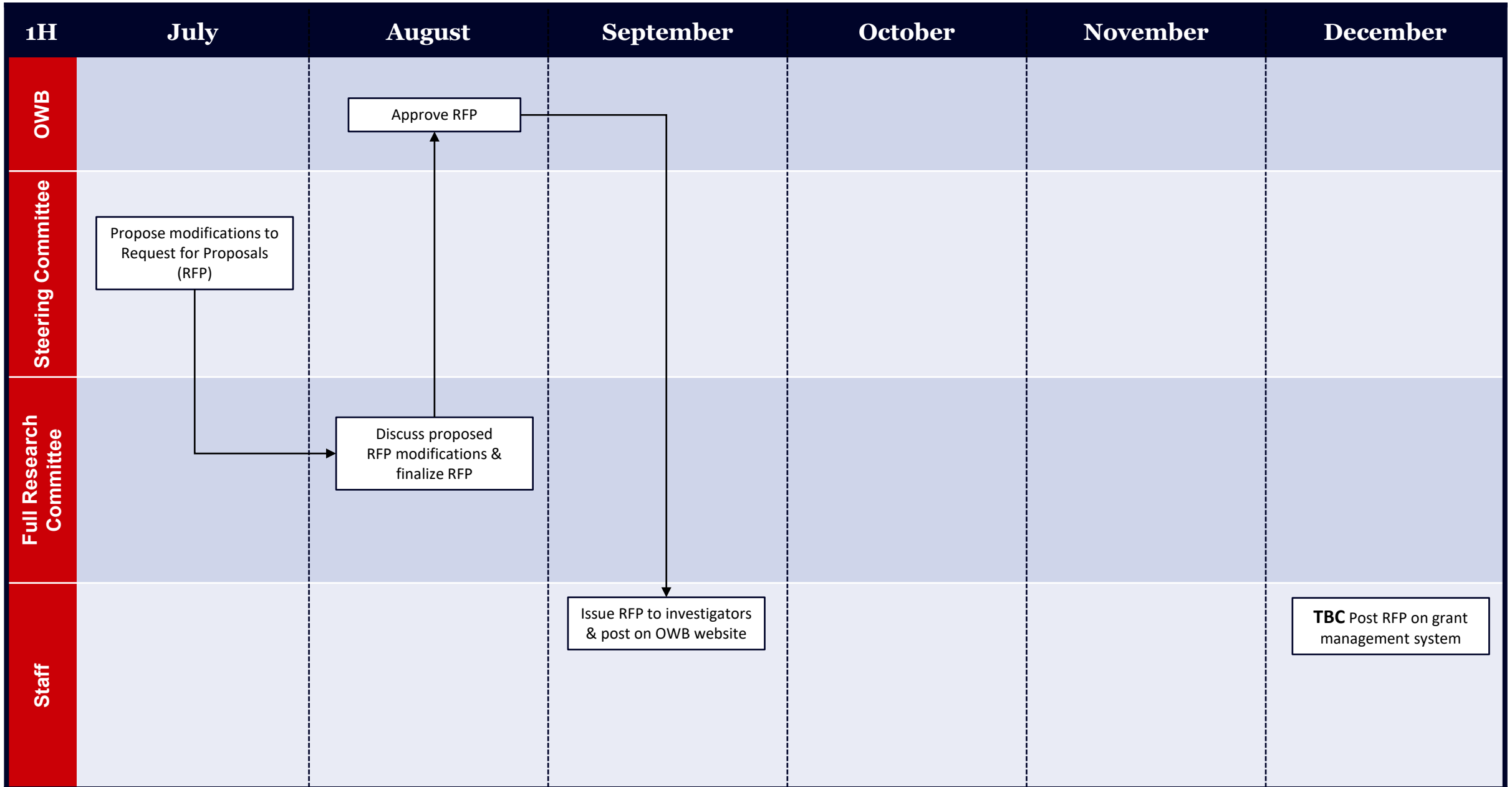
We are looking forward to continuing this momentum with a robust calendar for FY24-25

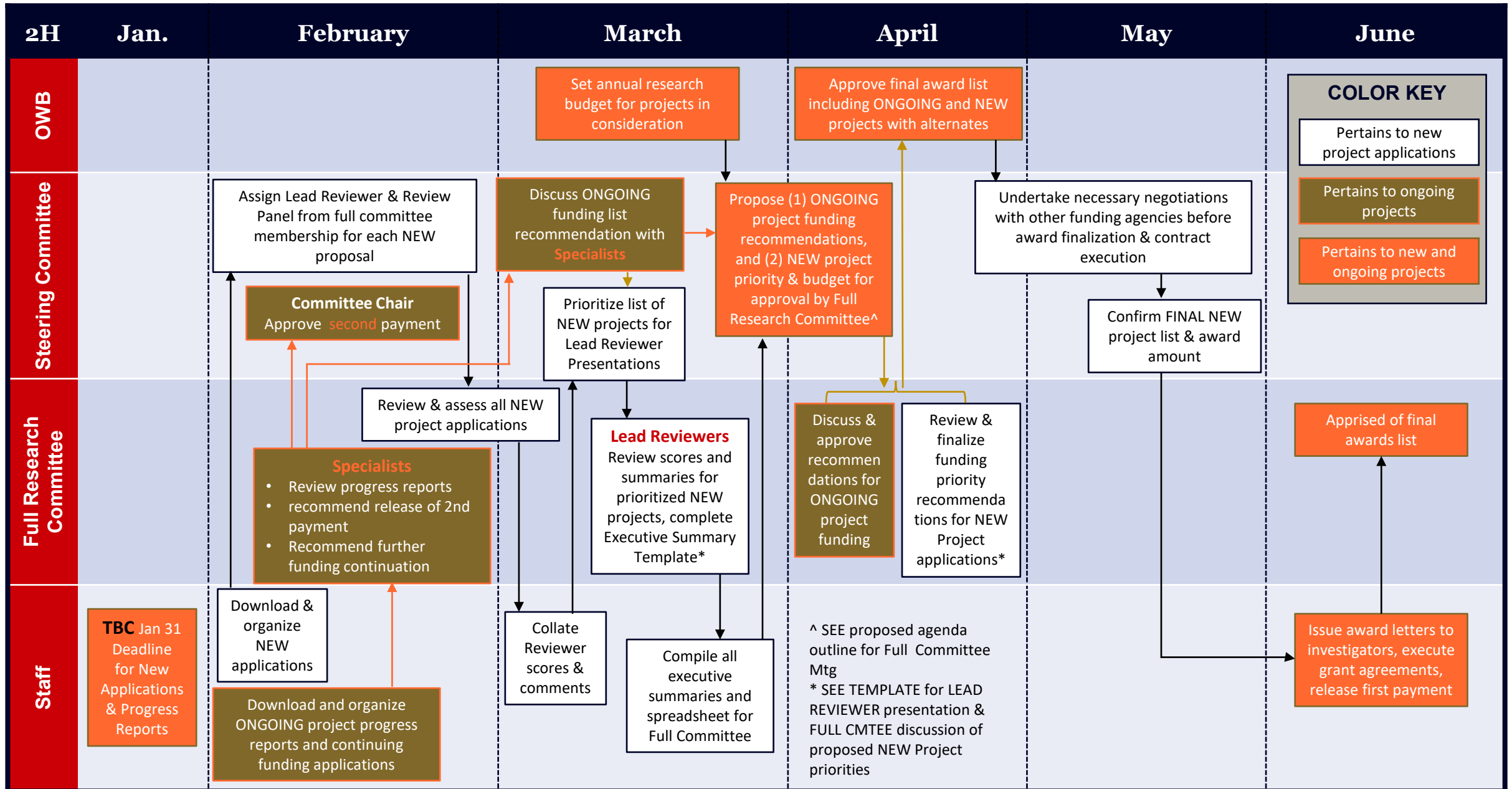
### **FY24-25 Budget & Planning**

FY24-25 program planning is underway. The initial budget is outlined in the table below.



Category - Region	Event	Notes/Timing	MAP	RAPP	GBI	OWB Budget
Trade Show	Prowein	March	\$120,000			
Trade Show	Vinexpo Paris	February	\$70,000			
Trade Show	Vinexpo Asia- Singapore	Costs to be firmed up		\$80,000		
Trade Show	Miami	Research for 2025		\$2,000		
OPC/Summer Tour	OPC/Summer Tour		\$50,000	\$100,000		
Canada	Trade Tastings/Monopoly Engagement	April	\$140,000			
Canada	<i>Spend = \$124,000 + 13% HST</i>					
Canada	<i>Canada GBI w/WA, NY, CA</i>	BCI managed programming			\$233,000	
UK	Trade Events	(London)February		\$75,000		
UK	Trade Events Edinburgh	November/December		\$30,000		
Norway	Trade tasting			\$25,000		
EU	Denmark Programming (including NW Wine Cert))	November/December	\$45,000			
EU	Sweden - Sponsorship of American Wine Week	March	\$11,000			
EU	France events		\$10,000			
Asia	Japan Tastings (Tokyo and Osaka) and Aviareps Retainer	May 21&23 or June 2&4 - softness		\$50,000		
Asia	Korea Inbound	Late April		\$40,000		
Asia	Korea	programming TBD		\$15,000		
Asia	Trade Education/Research Trip Taiwan/Thailand	Around Singapore - what level of engagement. \$\$ research or activity?		\$25,000		
Marketing Collateral	Video/Photography			\$150,000		
Misc	Bottlebooks		\$10,000			
Misc	Audit Fees		\$5,000			
Misc	Contingency (~10%)		\$50,000			
Misc	RAPP Mgmt and Contractor			\$135,000		
Misc	Contingency (~10%)			\$90,000		
OWB	OWB spend to support Programing	International Marketing				\$155,000
			\$511,000	\$817,000	\$233,000	\$155,000
	<i>FY24-25 GRANT FUNDS</i>	<i>RAPP ~ July24-Dec25</i>	<i>\$519,500</i>	<i>\$960,000</i>	<i>\$233,000</i>	
	<i>Remaining Funds</i>		<i>\$8,500</i>	<i>\$143,000</i>		
	<b>Pending items</b>					
	<i>Singapore final costs</i>					
	<i>UK strategy to be finalized with feedback from MB</i>					





## OWB Funding Priorities

The Oregon Wine Board (<https://industry.oregonwine.org>) is a semi-independent state agency charged with supporting enological and viticultural research for the enhancement and promotion of grape growing and winemaking in Oregon. Pursuant to a [strategic planning analysis in 2018](#), the OWB has articulated the areas of research in which it wishes to invest. Those areas are aimed at continuous improvement of Oregon's capacity to produce world-class wines. Proposals for OWB grant funding must address one or more of the following strategic pillars:

- 1. Wine Quality:** Advancements in wine quality and site specificity and expression by enhancing markers both in the vineyard and winery, including improving vineyard health and wine organoleptic profiles.
- 2. Sustainable Production:** Develop and improve sustainable practices to minimize inputs, reduce impact, and identify better alternatives to attain desired quality and economic results.
- 3. Changing Climate:** Facilitate adaptation of vineyard and winemaking to future climatic conditions. Specific areas of interest include smoke impact, water usage, increased heat, and disease and pest management.
- 4. Foundational Research:** Foster viticulture and enology discovery that has the potential to provide foundations for future application that addresses issues in the pillars listed above, i.e., basic research that fuels future applied research pertaining to wine quality, sustainable production, or climate-adaptive practices.

## Balance Sheet

	As of Jun 30, 2024	As of Jun 30, 2023 (PP)
<b>ASSETS</b>		
1000 Umpqua Bank Checking	952,052.85	779,134.45
1050 Umpqua Bank Money Market	549,071.70	549,016.64
<b>Total Bank Accounts</b>	<b>\$ 1,501,124.55</b>	<b>\$ 1,328,151.09</b>
<b>Total Accounts Receivable</b>	<b>\$ 120,052.05</b>	<b>\$ 232,451.68</b>
<b>Total Current Assets</b>	<b>\$ 1,621,176.60</b>	<b>\$ 1,560,602.77</b>
<b>Total Other Assets</b>	<b>\$ 13,896.22</b>	<b>\$ 67,788.00</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,635,072.82</b>	<b>\$ 1,628,390.77</b>
<b>1R000 Research.</b>		
<b>Liabilities</b>		
<b>Total Accounts Payable</b>	<b>\$ 82,403.97</b>	<b>\$ 221,303.48</b>
<b>Total Credit Cards</b>	<b>\$ 30,411.49</b>	<b>\$ 51,887.58</b>
<b>Total Other Current Liabilities</b>	<b>\$ 40,967.09</b>	<b>\$ 81,264.72</b>
<b>Total Current Liabilities</b>	<b>\$ 153,782.55</b>	<b>\$ 354,455.78</b>
<b>Total Liabilities</b>	<b>\$ 153,782.55</b>	<b>\$ 354,455.78</b>
<b>Equity</b>		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,260,442.18	1,215,593.04
<b>Net Income</b>	<b>207,355.28</b>	<b>44,849.14</b>
<b>Total Equity</b>	<b>\$ 1,481,290.27</b>	<b>\$ 1,273,934.99</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,635,072.82</b>	<b>\$ 1,628,390.77</b>

Profit & Loss Statement

	FY 23-24 Actual	Budget FY23-24 vDec2023	Variance - Actual less Budget	Variance Year End vs Budget	FY 22-23 Actual
<b>Income</b>					
4100 Grape Assessment (\$25/ton)	2,389,828.04	1,872,572.00	517,256.04	128%	1,885,949.97
4200 Wine Tax (2c/gal)	314,095.26	328,725.00	-14,629.74	96%	305,341.97
<b>Total 4300 Program Revenue</b>	<b>5,250.00</b>	<b>0.00</b>	<b>5,250.00</b>		<b>0.00</b>
4310 Symposium Revenue	321,650.00	326,250.00	-4,600.00	99%	268,860.40
<b>Total 4500 Other Income</b>	<b>55.06</b>	<b>50.00</b>	<b>5.06</b>	<b>110%</b>	<b>54.90</b>
4600 Grant Revenue			0.00		
4620 Specialty Crop Block					84,750.00
4632 Wine Country License Plate	7,500.00	7,500.00	0.00	100%	35,000.00
<b>Total 4600 Grant Revenue</b>	<b>7,500.00</b>	<b>7,500.00</b>	<b>0.00</b>	<b>100%</b>	<b>119,750.00</b>
<b>Total 4690 HB 5006 Funds</b>					<b>55,956.00</b>
<b>Total Income</b>	<b>3,038,378.36</b>	<b>2,535,097.00</b>	<b>503,281.36</b>	<b>120%</b>	<b>2,635,913.24</b>
<b>Expenses</b>					
<b>1R000 Research.</b>					
<b>R100 Vit &amp; Enological Research</b>					
Total R101 Grants.	329,060.00	410,000.00	-80,940.00	80%	337,956.61
R104 Grant Management/Administration					7,500.00
<b>Total R100 Vit &amp; Enological Research</b>	<b>329,060.00</b>	<b>410,000.00</b>	<b>-80,940.00</b>	<b>80%</b>	<b>345,456.61</b>
<b>R800 Research, Administration</b>					
R801 Research, Committee Meetings		4,000.00	-4,000.00	0%	
R803 Research, Mtg & Travel	10,801.74	5,000.00	5,801.74	216%	91.26
R804 NWCFSR Contribution	3,300.00	3,000.00	300.00	110%	3,000.00
<b>Total R800 Research, Administration</b>	<b>14,101.74</b>	<b>12,000.00</b>	<b>2,101.74</b>	<b>118%</b>	<b>3,091.26</b>
R900 Research, Employee Compensation	53,206.51	56,071.00	-2,864.49	95%	51,228.69
<b>Total 1R000 Research.</b>	<b>396,368.25</b>	<b>478,071.00</b>	<b>-81,702.75</b>	<b>83%</b>	<b>399,776.56</b>
<b>2E000 Industry Education.</b>					
Total E100 Symposium	292,718.38	326,250.00	-33,531.62	90%	284,780.58
<b>E200 Education Projects</b>					
E201 Misc Workshops		1,000.00	-1,000.00	0%	
E202 DTC/ Workshop		5,000.00	-5,000.00	0%	
E203 Profit Calculator Development	6,000.00	3,000.00	3,000.00	200%	
E205 Community Benchmark		0.00	0.00		74,750.00
<b>Total E200 Education Projects</b>	<b>6,000.00</b>	<b>9,000.00</b>	<b>-3,000.00</b>	<b>67%</b>	<b>74,750.00</b>
<b>Total E800 Education, Administration</b>	<b>16,527.93</b>	<b>25,000.00</b>	<b>-8,472.07</b>	<b>66%</b>	<b>11,668.96</b>
E900 Education, Employee Compensation	155,880.63	163,565.00	-7,684.37	95%	160,145.94
<b>Total 2E000 Industry Education.</b>	<b>471,126.94</b>	<b>523,815.00</b>	<b>-52,688.06</b>	<b>90%</b>	<b>531,345.48</b>
<b>3M000 Marketing.</b>					
<b>1B000 Brand Equity &amp; Brand Identity</b>					
B100 Agency Fees (brand identity creative)	-600.00		-600.00		
B101 Consumer Website Concept/Design/Maintenance	1,637.15		1,637.15		1,306.40
B106 Social Media Contractor	18,000.00	20,000.00	-2,000.00	90%	11,399.43
B107 Digital Advertising	15,645.49	15,000.00	645.49	104%	2,852.15
<b>Total 1B000 Brand Equity &amp; Brand Identity</b>	<b>34,682.64</b>	<b>35,000.00</b>	<b>-317.36</b>	<b>99%</b>	<b>15,557.98</b>
<b>2T000 Tourism</b>					
Total M101 Oregon Wine Month	137,755.69	150,000.00	-12,244.31	92%	65,639.82
M102 Wines Fly Free	16,106.87	10,000.00	6,106.87	161%	485.00
M108 Bounty & Vine	10,926.25	10,000.00	926.25	109%	
M205 Wine Guide	11,000.00	15,000.00	-4,000.00	73%	38,684.95
T102 Content Development (includ. photog, Travel OR)	24,161.73	25,000.00	-838.27	97%	1,913.70
<b>Total 2T000 Tourism</b>	<b>199,950.54</b>	<b>210,000.00</b>	<b>-10,049.46</b>	<b>95%</b>	<b>106,723.47</b>
<b>3X000 Market Expansion</b>					
<b>I000 International Marketing</b>					
I101 Northwest Wine Coalition	66,740.00	65,000.00	1,740.00	103%	59,440.00
I102 Non-Reimbursable Event Cost	28,873.79	20,000.00	8,873.79	144%	15,003.49
Total I103 Reimbursed Expenses	-10,223.06	0.00	-10,223.06		20,571.60
I900 Logistics & Admin Consultants	84,737.55	85,000.00	-262.45	100%	66,000.00
<b>Total I000 International Marketing</b>	<b>170,128.28</b>	<b>170,000.00</b>	<b>128.28</b>	<b>100%</b>	<b>161,015.09</b>
<b>X103 Trade Education Tools &amp; Events</b>					
M104 Other Programs	128.00	5,000.00	-4,872.00	3%	
M105 Trade Events - Txsom	14,249.59	14,000.00	249.59	102%	13,009.69
M106 Marketing Events SCBG					
M107 Trade Organization Sponsorship	6,190.00	10,000.00	-3,810.00	62%	6,205.42
M109 Domestic Trade Tasting/Education		10,000.00	-10,000.00	0%	
M201 Resource Studio	8,089.20	15,000.00	-6,910.80	54%	230.40
<b>Total X103 Trade Education Tools &amp; Events</b>	<b>28,656.79</b>	<b>54,000.00</b>	<b>-25,343.21</b>	<b>53%</b>	<b>19,445.51</b>
<b>Total 3X000 Market Expansion</b>	<b>198,785.07</b>	<b>224,000.00</b>	<b>-25,214.93</b>	<b>89%</b>	<b>180,460.60</b>
<b>4C000 Communications</b>					
<b>C100 Media Relations</b>					
C100.01 MR - Cross Border Tour	19,640.38	12,000.00	7,640.38	164%	
C100.02 MR - Shoulder Season Media Tours	6,824.44	8,000.00	-1,175.56	85%	
C100.03 MR - Association Opportunities		15,000.00	-15,000.00	0%	
C100.04 MR - Critical Reviewer Coordination	25,609.72	15,000.00	10,609.72	171%	
C100.05 MR - Wine Sample Shipments	537.96	3,500.00	-2,962.04	15%	
C100.06 MR - Media Hosting & Briefings	4,032.07	15,000.00	-10,967.93	27%	
C100.07 MR - Other Programming/Consultants	57,667.50	58,000.00	-332.50	99%	
<b>Total C100 Media Relations</b>	<b>114,492.07</b>	<b>126,500.00</b>	<b>-12,007.93</b>	<b>91%</b>	<b>75,543.61</b>



	FY 23-24 Actual	Budget FY23-24 vDec2023	Variance - Actual less Budget	Variance Year End vs Budget	FY 22-23 Actual
C200 Media Analytics	10,200.00	10,115.00	85.00	101%	10,176.89
Total C800 Comm.Administration	8,499.56	7,900.00	599.56	108%	671.22
C900 Comm.Employee Compensation	25,888.95	73,925.00	-48,036.05	35%	102,679.78
Total 4C000 Communications	159,080.58	218,440.00	-59,359.42	73%	189,071.50
M200 Marketing Collateral					
M207 Photography					10,000.00
Total M200 Marketing Collateral					10,000.00
Total M800 Marketing.Administration	20,128.16	27,000.00	-6,871.84	75%	11,475.42
M900 Marketing.Employee Compensation	292,498.45	297,380.00	-4,881.55	98%	272,336.18
Total 3M000 Marketing.	905,125.44	1,011,820.00	-106,694.56	89%	785,625.15
4K000 Knowledge & Insights.					
M300 Marketing Research					
M301 Marketing Research	369.27	20,000.00	-19,630.73	2%	775.00
M302 Nielsen Data		7,500.00	-7,500.00	0%	
M304 Wine Market Council	5,000.00	5,000.00	0.00	100%	
M305 Community Benchmark	17,416.00	17,450.00	-34.00	100%	
Total M300 Marketing Research	22,785.27	49,950.00	-27,164.73	46%	775.00
R200 Industry Research					
R201 Ag Census	78,845.33	82,265.00	-3,419.67	96%	62,472.50
R202 Economic Impact	21,940.00	20,000.00	1,940.00	110%	13,750.00
R203 Misc. Studies		8,750.00	-8,750.00	0%	
Total R200 Industry Research	100,785.33	111,015.00	-10,229.67	91%	76,222.50
zK900 Knowledge & Insights Compensation	32,495.35	32,557.00	-61.65	100%	22,415.31
Total 4K000 Knowledge & Insights.	156,065.95	193,522.00	-37,456.05	81%	99,412.81
5L000 Leadership & Partnership					
Total G200 Industry Contributions	10,500.00	15,000.00	-4,500.00	70%	25,422.17
L100 Regional Meetings (including external stakeholders)		2,500.00	-2,500.00	0%	
G600 Industry Relations					
G601 Subscriptions	30,930.88	35,000.00	-4,069.12	88%	35,110.72
G602 Administration/Annual Report	6,222.50	5,000.00	1,222.50	124%	4,108.75
G603 Strategic Planning		40,000.00	-40,000.00	0%	
G604 Industry Website Platform Upgrade	2,543.75	4,000.00	-1,456.25	64%	
G605 DEI Leadership-Infrastructure	1,200.00	8,400.00	-7,200.00	14%	
Total G600 Industry Relations	40,897.13	92,400.00	-51,502.87	44%	39,219.47
L800 Leadership & Partnership Administration					30.00
L804 Partnership.Mtg &Travel	3,545.28	6,000.00	-2,454.72	59%	1,661.95
Total L800 Leadership & Partnership Administration	3,545.28	6,000.00	-2,454.72	59%	1,691.95
L900 Leadership & Partnership.Employee Compensation	92,039.90	100,159.00	-8,119.10	92%	97,825.53
Total 5L000 Leadership & Partnership	146,982.31	216,059.00	-69,076.69	68%	164,159.12
6G000 General & Admin					
G100 Board Administration					
G101 Meetings.Board	9,950.08	10,300.00	-349.92	97%	
G102 Travel Expense.Board	9,067.88	5,000.00	4,067.88	181%	4,687.75
G103 Board Director Compensation	5,788.00	10,000.00	-4,212.00	58%	
Total G100 Board Administration	24,805.96	25,300.00	-494.04	98%	4,687.75
G300 Consultants					
G302 Financial Review	10,000.00	10,000.00	0.00	100%	
Total G300 Consultants	10,000.00	10,000.00	0.00	100%	0.00
G500 Office Administration					
G501 Rent		0.00	0.00		0.00
G502 Equipment/Furniture/Maintenance	25,515.09	31,000.00	-5,484.91	82%	24,271.08
G503 Postage/Supplies/Fees	15,421.89	16,000.00	-578.11	96%	16,869.54
G504 Telephone/Internet Fees	6,839.43	6,000.00	839.43	114%	5,649.78
Total G500 Office Administration	47,776.41	53,000.00	-5,223.59	90%	46,790.40
G800 Staff Administration					
G802 Employee Development.G&A	12,257.94	20,500.00	-8,242.06	60%	15,038.52
G803 Mtg &Travel.G&A	41,377.36	42,000.00	-622.64	99%	39,114.65
G804 Temp & Contract Support	97,952.35	70,000.00	27,952.35	140%	22,729.07
G805 Legal Fees	16,042.40	10,000.00	6,042.40	160%	8,716.40
Total G800 Staff Administration	167,630.05	142,500.00	25,130.05	118%	85,598.64
G900 Employee Compensation.G&A	505,141.77	516,451.00	-11,309.23	98%	396,038.27
G901 Employee Retirement Allocation		0.00	0.00		
G999 Accrued PTO Balances		70,000.00	-70,000.00	0%	77,000.00
Total 6G000 General & Admin	755,354.19	817,251.00	-61,896.81	92%	610,115.06
Total 8000 General & Administrative	0.00	0.00	0.00		629.92
Total Expenses	2,831,023.08	3,240,538.00	-409,514.92	87%	2,591,064.10
Net Income	207,355.28	-705,441.00	912,796.28	-29%	44,849.14
Beginning Balance	1,267,129.00	1,267,129.00			1,215,593.00
Ending Balance	1,474,484.28	561,688.00			1,260,442.14
Reserve Goal (30% of 3 yr Avg Grape Assessment)	632,564.00	561,771.60			568,490.00
Surplus/Deficit after Reserve Goal	841,920.28	-83.60			691,952.14
Total Compensation	1,157,151.56	1,240,108.00			1,102,669.70

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
<b>Income</b>					
4100 Grape Assessment (\$25/ton)	1,885,950	2,389,828	1,978,604	2,106,000	~3 year average based
4200 Wine Tax (2c/gal)	305,342	314,095	312,000	309,700	avg of FY22-23 actual + FY23-24 forecast for conservative approach
4305 Marketing Participation Revenue		650	40,000		SCBG not received
<b>Total 4330 Export Participation Revenue</b>	<b>0</b>	<b>4,600</b>	<b>0</b>	<b>0</b>	
<b>Total 4300 Program Revenue</b>	<b>0</b>	<b>5,250</b>	<b>40,000</b>	<b>0</b>	
4310 Symposium Revenue	268,860	321,650	342,500	330,000	
4510 Interest Revenue	55	55	50	55	
<b>Total 4500 Other Income</b>	<b>55</b>	<b>55</b>	<b>50</b>	<b>55</b>	
4620 Specialty Crop Block	84,750		60,000		SCBG not received
4632 Wine Country License Plate	35,000	7,500	20,000	50,000	Requires 1:1 match in expenses; up to 50% in kind
<b>Total 4600 Grant Revenue</b>	<b>119,750</b>	<b>7,500</b>	<b>80,000</b>	<b>50,000</b>	
4693 Marketing	55,956				
<b>Total Income</b>	<b>2,635,913</b>	<b>3,038,378</b>	<b>2,753,154</b>	<b>2,795,755</b>	
<b>Expenses</b>					
<b>1R000 Research.</b>					
<b>R100 Vit &amp; Enological Research</b>					
R101 Grants.	337,957	279,060	341,410	386,751	
R101.02 Vine Mealybug Delimitation		50,000			
<b>Total R101 Grants.</b>	<b>337,957</b>	<b>329,060</b>	<b>341,410</b>	<b>386,751</b>	
R104 Grant Management/Administration	7,500		7,500	16,000	R&D Grant Management + IVES membership 18
<b>Total R100 Vit &amp; Enological Research</b>	<b>345,457</b>	<b>329,060</b>	<b>348,910</b>	<b>402,751</b>	
<b>R800 Research. Administration</b>					
R801 Research.Committee Meetings					
R803 Research.Mtg & Travel	91	10,802			NWCSFR travel moved to R804
R804 NWCSFR Contribution	3,000	3,300	8,500	9,000	Northwest Center for Small Fruits Research & Meeting Travel for 2
<b>Total R800 Research. Administration</b>	<b>3,091</b>	<b>14,102</b>	<b>8,500</b>	<b>9,000</b>	
R900 Research.Employee Compensation	51,229	53,207	56,071	70,000	
<b>Total 1R000 Research.</b>	<b>399,777</b>	<b>396,368</b>	<b>413,481</b>	<b>481,751</b>	
<b>2E000 Industry Education.</b>					
<b>E100 Symposium</b>					
E101 Audio/Visual	55,040	50,682	60,000	56,500	
E103 Facility	58,028	69,517	68,000	75,000	
E104 Food and Beverage		35,421	32,000	40,000	

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
E105 Materials, Fees, Misc	82,074	36,022	62,000	40,000	
E108 Spanish Translation	7,325	7,974	8,000	10,000	
E109 Speakers	22,834	33,460	52,000	44,500	
E112 Marketing	2,342	3,123	2,500	6,000	
E113 Event Management Contractor	57,138	56,520	58,000	58,000	
<b>Total E100 Symposium</b>	<b>284,781</b>	<b>292,718</b>	<b>342,500</b>	<b>330,000</b>	
E200 Education Projects					
E201 Misc Workshops				10,000	
E202 DTC/ Workshop				10,000	
E203 Profit Calculator Development		6,000	3,000		Profit Calculator - moved to Leadership & Partnership
E205 Community Benchmark	74,750		0	0	moved to Knowledge & Insights
<b>Total E200 Education Projects</b>	<b>74,750</b>	<b>6,000</b>	<b>3,000</b>	<b>20,000</b>	
E700 Education.Consulting Services				80,000	Curriculum Development
E800 Education.Administration					
E801 Education.Committee Meetings	24	298			
E802 Education.Collateral & Mtls		50			
E803 Education.Employee Development		120			
E804 Education.Mtg & Travel Expense	11,645	16,060	8,000	12,000	
<b>Total E800 Education.Administration</b>	<b>11,669</b>	<b>16,528</b>	<b>8,000</b>	<b>12,000</b>	
E900 Education.Employee Compensation	160,303	155,881	165,000	150,000	
<b>Total 2E000 Industry Education.</b>	<b>531,502</b>	<b>471,127</b>	<b>518,500</b>	<b>592,000</b>	
3M000 Marketing.					
1B000 Brand Equity & Brand Identity					
B100 Agency Fees (brand identity creative)		-600			
B101 Consumer Website Concept/Design/Maintenance	1,306	1,637	500	3,000	
B104 OWM Replacement Campaign Material (agency dev fees)					
B106 Social Media Contractor	11,399	18,000	20,000	24,000	
B107 Digital Advertising	2,852	15,645	2,500	16,000	
<b>Total 1B000 Brand Equity &amp; Brand Identity</b>	<b>15,558</b>	<b>34,683</b>	<b>23,000</b>	<b>43,000</b>	
2T000 Tourism					
M101 Oregon Wine Month	65,640				
M101.01 OWM - Trade Programming		19,810	5,000	30,000	
M101.02 OWM - Creative and Project Mngmt		6,444	5,000	7,500	
M101.03 OWM - POS Printing & Distribution		24,710	10,000	32,500	
M101.04 OWM - Media Plan & Mngmt		47,887	20,000	50,000	
M101.05 OWM - Digital Promotion		20,414	5,000	20,000	

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
M101.06 OWM - Merchandising Support		18,492	5,000	20,000	
<b>Total M101 Oregon Wine Month</b>	<b>65,640</b>	<b>137,756</b>	<b>50,000</b>	<b>160,000</b>	
M102 Wines Fly Free	485	16,107	1,000	5,000	
M108 Bounty & Vine		10,926	35,000	35,000	fall consumer promotion
M205 Wine Guide	38,685	11,000	25,000	50,000	
T100 Touring Guide Design and Production					
T102 Content Development (includ. photog, Travel OR)	1,914	24,162	0	75,000	Video Production - WCLP match; driven by Marketing Committee
T103 Consumer Website Platform Upgrade					
<b>Total 2T000 Tourism</b>	<b>106,723</b>	<b>199,951</b>	<b>111,000</b>	<b>325,000</b>	
<b>3X000 Market Expansion</b>					
<b>I000 International Marketing</b>					
I101 Northwest Wine Coalition	59,440	66,740	75,000	75,000	
I102 Non-Reimbursable Event Cost	15,003	28,874	7,500	10,000	
I103 Reimbursed Expenses	0	-10,223			
I103.01 Billable Shipping, Freight & Delivery		0			
<b>Total I103 Reimbursed Expenses</b>	<b>0</b>	<b>-10,223</b>	<b>0</b>	<b>0</b>	
I900 Logistics & Admin Consultants	66,000	84,738	90,000	70,000	
<b>Total I000 International Marketing</b>	<b>140,443</b>	<b>170,128</b>	<b>172,500</b>	<b>155,000</b>	
X101 Resource Studio + Website Platform Upgrade			0	0	
X103 Trade Education Tools & Events					
M104 Other Programs		128			
M105 Trade Events - Teksom	13,010	14,250	14,000	20,000	Teksom + Bree MW
M106 Marketing Events SCBG			112,500	10,000	consumer focused event
M107 Trade Organization Sponsorship	6,205	6,190			
M109 Domestic Trade Tasting/Education					
M201 Resource Studio	230	8,089	7,000	7,500	media library \$7k crowdriff
X100 Learn Oregon Content Maintenance & Upgrades					
<b>Total X103 Trade Education Tools &amp; Events</b>	<b>19,446</b>	<b>28,657</b>	<b>133,500</b>	<b>37,500</b>	
<b>Total 3X000 Market Expansion</b>	<b>159,889</b>	<b>198,785</b>	<b>306,000</b>	<b>192,500</b>	
<b>4C000 Communications</b>					
C100 Media Relations	75,544	180	0	0	
C100.01 MR - Cross Border Tour		19,640	7,500	5,000	
C100.02 MR - Shoulder Season Media Tours		6,824	5,000	20,000	
C100.03 MR - Association Opportunities			7,500	15,000	
C100.04 MR - Critical Reviewer Coordination		25,610	12,000	20,000	

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
C100.05 MR - Wine Sample Shipments		538	2,000	3,000	
C100.06 MR - Media Hosting & Briefings		4,032	10,000	12,000	
C100.07 MR - Other Programming/Consultants		57,668	0	0	
<b>Total C100 Media Relations</b>	<b>75,544</b>	<b>114,492</b>	<b>44,000</b>	<b>75,000</b>	
C200 Media Analytics	10,177	10,200	12,000	10,200	
C800 Comm.Administration					
C801 Subs & Pubs	631	4,043	1,000	4,000	
C802 Comm.Collateral & Materials		1,411	500	2,000	
C804 Comm.Mtg & Travel	40	3,045	2,000	8,000	
<b>Total C800 Comm.Administration</b>	<b>671</b>	<b>8,500</b>	<b>3,500</b>	<b>14,000</b>	
C900 Comm.Employee Compensation	103,659	25,889	150,000	155,000	
<b>Total 4C000 Communications</b>	<b>190,051</b>	<b>159,081</b>	<b>209,500</b>	<b>254,200</b>	
M100 Event Marketing					
M200 Marketing Collateral					
M207 Photography	10,000				
<b>Total M200 Marketing Collateral</b>	<b>10,000</b>	<b>0</b>	<b>0</b>	<b>0</b>	
M800 Marketing.Administration					
M801 Marketing.Committee Meetings		709		3,000	
M802 Marketing.Collateral & Mtls	387	8,087	500	10,000	
M803 Marketing.Employee Development	528	775			
M804 Marketing.Mtg & Travel	10,561	10,558	7,000	12,000	
<b>Total M800 Marketing.Administration</b>	<b>11,475</b>	<b>20,128</b>	<b>7,500</b>	<b>25,000</b>	
M900 Marketing.Employee Compensation	272,336	292,498	300,000	445,000	
<b>Total 3M000 Marketing.</b>	<b>766,033</b>	<b>905,125</b>	<b>957,000</b>	<b>1,284,700</b>	
4K000 Knowledge & Insights.					
M300 Marketing Research					
M301 Marketing Research	775	369		50,000	consumer sentiment study
M302 Nielsen Data				15,000	data & Qtrly updates to share out
M304 Wine Market Council		5,000	5,000	5,000	
M305 Community Benchmark		17,416	23,500	23,512	
<b>Total M300 Marketing Research</b>	<b>775</b>	<b>22,785</b>	<b>28,500</b>	<b>93,512</b>	
R200 Industry Research					
R201 Ag Census	62,473	78,845	130,000	130,000	shift to complete survey by Feb 1; 1.5 survey costs in FY24-25
R202 Economic Impact	13,750	21,940			every 3 years
R203 Misc. Studies			5,000		

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
R204 Salary Survey				5,000	
<b>Total R200 Industry Research</b>	<b>76,223</b>	<b>100,785</b>	<b>135,000</b>	<b>135,000</b>	
zK900 Knowledge & Insights Compensation	22,415	32,495	35,000	55,000	
<b>Total 4K000 Knowledge &amp; Insights.</b>	<b>99,413</b>	<b>156,066</b>	<b>198,500</b>	<b>283,512</b>	
<b>5L000 Leadership &amp; Partnership</b>					
<b>G200 Industry Contributions</b>					
G201 Misc Industry Contributions	25,422	10,500	10,000	25,000	
<b>Total G200 Industry Contributions</b>	<b>25,422</b>	<b>10,500</b>	<b>10,000</b>	<b>25,000</b>	
G301 Grant Writing					
L100 Regional Meetings (including external stakeholders)					
L103 Program Contributions					
<b>G600 Industry Relations</b>					
G601 Subscriptions	35,111	30,931	50,000	70,000	includes \$40K start up for CRM
G602 Administration/Annual Report	4,109	6,223	4,000	5,000	
G603 Strategic Planning			30,000	50,000	
G604 Industry Website Platform Upgrade		2,544		10,000	website update/revamp
G605 DEI Leadership-Infrastructure		1,200	2,000	4,000	
				3,000	moved from Education
<b>Total G600 Industry Relations</b>	<b>39,219</b>	<b>40,897</b>	<b>86,000</b>	<b>142,000</b>	
<b>Total L103 Program Contributions</b>	<b>39,219</b>	<b>40,897</b>	<b>86,000</b>	<b>142,000</b>	
L800 Leadership & Partnership Administration	30				
L804 Partnership.Mtg & Travel	1,662	3,545	2,000	5,500	strategic planning travels
<b>Total L800 Leadership &amp; Partnership Administration</b>	<b>1,692</b>	<b>3,545</b>	<b>2,000</b>	<b>5,500</b>	
L900 Leadership & Partnership.Employee Compensation	97,826	92,040	95,000	65,000	
<b>Total 5L000 Leadership &amp; Partnership</b>	<b>164,159</b>	<b>146,982</b>	<b>193,000</b>	<b>237,500</b>	
<b>6G000 General &amp; Admin</b>					
<b>G100 Board Administration</b>					
G101 Meetings.Board		9,950	8,000	16,000	strategic planning
G102 Travel Expense.Board	4,688	9,068	5,000	10,000	
G103 Board Director Compensation		5,788	10,000	10,000	
<b>Total G100 Board Administration</b>	<b>4,688</b>	<b>24,806</b>	<b>23,000</b>	<b>36,000</b>	
<b>G300 Consultants</b>					
G302 Financial Review		10,000			every other year
<b>Total G300 Consultants</b>	<b>0</b>	<b>10,000</b>	<b>0</b>	<b>0</b>	
<b>G500 Office Administration</b>					
G501 Rent	0		24,000	75,000	Full time office space

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
G502 Equipment/Furniture/Maintenance	24,271	25,515	20,000	55,000	+ \$25K for new office set up
G503 Postage/Supplies/Fees	16,870	15,422	16,000	16,000	
G504 Telephone/Internet Fees	5,650	6,839	6,000	16,000	internet at office + cell phones
<b>Total G500 Office Administration</b>	<b>46,790</b>	<b>47,776</b>	<b>66,000</b>	<b>162,000</b>	
G800 Staff Administration					
G802 Employee Development.G&A	15,039	12,258	8,000	8,000	
G803 Mtg &Travel.G&A	39,115	41,377	15,000	50,000	
G804 Temp & Contract Support	22,729	97,952	20,000	30,000	
G805 Legal Fees	8,716	16,042	9,000	20,000	
<b>Total G800 Staff Administration</b>	<b>85,599</b>	<b>167,630</b>	<b>52,000</b>	<b>108,000</b>	
G900 Employee Compensation.G&A	395,532	505,142	400,000	410,000	
G901 Employee Retirement Allocation			0	0	
G999 Accrued PTO Balances	77,000		50,000	40,000	
<b>Total 6G000 General &amp; Admin</b>	<b>609,609</b>	<b>755,354</b>	<b>591,000</b>	<b>756,000</b>	
8000 General & Administrative					
8200 Employee Compensation					
8210 Salaries and Wages	-63,582	0			
8230 Payroll tax	63,582	0			
<b>Total 8200 Employee Compensation</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Total 8000 General &amp; Administrative</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
Melio Credit card fee	0	0			
Purchases		0			
QuickBooks Payments Fees					
<b>Total Expenses</b>	<b>2,570,493</b>	<b>2,831,023</b>	<b>2,871,481</b>	<b>3,635,463</b>	
<b>Net Operating Income</b>	<b>65,421</b>	<b>207,355</b>	<b>-118,327</b>	<b>-839,708</b>	
<b>Net Income</b>	<b>65,421</b>	<b>207,355</b>	<b>-118,327</b>	<b>-839,708</b>	
<b>Beginning Balance</b>	<b>1,215,593</b>	<b>1,267,129</b>	<b>731,534</b>	<b>1,474,484</b>	
<b>Ending Balance</b>	<b>1,281,014</b>	<b>1,474,484</b>	<b>613,207</b>	<b>634,776</b>	
<b>Reserve Goal (30% of 3 yr Avg Grape Assessment)</b>	<b>568,490</b>	<b>632,564</b>	<b>593,581</b>	<b>631,900</b>	
<b>Surplus/Deficit after Reserve Goal</b>	<b>712,524</b>	<b>841,920</b>	<b>19,625</b>	<b>2,876</b>	
<b>Total Compensation</b>	<b>1,103,300</b>	<b>1,157,152</b>	<b>1,201,071</b>	<b>1,350,000</b>	

## Narrative for FY24-25 Proposed August Budget Adjustments v2024.07.29

Prepared by Sally Crawford, CFO

July 29, 2024

### GENERAL COMMENTS

Budget line items are best estimates for FY24-25.

The budget is a living document; the BOD 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 \$150K. This investment provides \$1.5M in grant spending during FY24-25.

### APPROACH TO PROPOSED AUGUST BUDGET ADJUSTMENTS

- Budget adjustments developed based on FY23-24 year-end financials.
- FY23-24 Revenue finished ~\$500K ahead of budget driven by 2023 grape assessment.
- FY23-24 Expenses closed under budget by ~ \$400K. Main contributing factors are lower than budgeted R&D Grants and Symposium expenses, Communications Director role and Strategic Planning pushed to into FY24-25.
- FY24-25 Budget will run a deficit budget of ~\$840K to spend down surplus funds.

### REVENUE ASSUMPTIONS

- Grape Assessment Tax Revenue uses 3-year average based on actuals FY21-22, FY22-23, and FY23-24.
- Wine Tax Revenue uses the average of FY22-23 and FY23-24 vs a 3-year average. This is a conservative approach due to the decline in the last 3 years.
- Symposium Revenue is 2.5% increase over FY23-24 actual.
  - Symposium Revenue offset by Symposium Expenses for \$0 gain.
- Grant Revenue
  - WCLP \$50K grant; requires a matching expenditure of OWB funds half of which can be in-kind.

### EXPENSE ASSUMPTIONS AND UPDATES FROM BUDGET PASSED IN MARCH

- FY24-25 expenses exceed revenue ~\$840K to spend down surplus from FY23-24. This adds in ~\$760K additional spending over approved March budget.
- Research budget increased 16.5% to support grant funding and IVES membership as approved at May board meeting.
- Education budget increased 14% for spend on curriculum development for symposium and additional educational opportunities.
- Marketing budget increased 34%. OWM increased by \$110K and added Video Production at \$75K.
- Knowledge and Insights budget increased by 43% with the addition of a consumer sentiment study, quarterly marketing reports utilizing Nielsen data, and salary survey.
- Leadership & Partnership increased by 23% which includes increases in industry contributions and support for CRM start up. Budget for industry website upgrade/revamp has also been added.
- General & Admin increased 28% mainly due to re-establishment of office and set up.



## INDUSTRY INPUT FOR FUTURE CONSIDERATION



- Strategy for Tourism including data gathering and plan for statewide campaign
- Consumer facing ad development and implementation
- Programming to support Oregon diverse and high quality, high value wine
- Opportunities for quality assessment consultation
- Additional OWM programming for local/DTC
- Salary survey to include data on incentive compensation
- Industry support for grant writing for WCLP Aug 22- Sept 20, 2024
- DEI programming including front of house sensitivity training

	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	August vs March	August vs March
<b>Revenue</b>					
Grape Assessment (\$25/ton)	\$2,389,828	\$1,978,604	\$2,106,000	6.4%	\$127,396
Privilege Tax (2¢/gal)	\$314,095	\$312,000	\$309,700		(\$2,300)
Program Revenue	\$5,250	\$40,000	\$0		(\$40,000)
Symposium Revenue	\$321,650	\$342,500	\$330,000		(\$12,500)
Interest Revenue	\$55	\$50	\$55		\$5
Specialty Crop Block		\$60,000			(\$60,000)
Wine Country License Plate	\$7,500	\$20,000	\$50,000	150%	\$30,000
<b>Total Revenue</b>	<b>\$3,038,378</b>	<b>\$2,753,154</b>	<b>\$2,795,755</b>	1.5%	\$42,601
<b>Expenses</b>					
Research	\$396,368	\$413,481	\$481,751	16.5%	\$68,270
Industry Education	\$471,127	\$518,500	\$592,000	14.2%	\$73,500
Marketing & Communications	\$905,125	\$957,000	\$1,284,700	34.2%	\$327,700
Knowledge & Insights	\$156,066	\$198,500	\$283,512	42.8%	\$85,012
Leadership & Partnership	\$146,982	\$193,000	\$237,500	23.1%	\$44,500
General & Admin	\$755,354	\$591,000	\$756,000	27.9%	\$165,000
<b>Total Expenses</b>	<b>\$2,831,023</b>	<b>\$2,871,481</b>	<b>\$3,635,463</b>	26.6%	\$763,982
<b>Net Income</b>	<b>\$207,355</b>	<b>(\$118,327)</b>	<b>(\$839,708)</b>		

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**2025 OWS Budget**

		<b>2025 SPLITS</b>	<b>2025 BASELINE BUDGET</b>
		<b>OWB</b>	<b>OWB</b>
<b>Income</b>			
	Sponsorships*	90%	108,000.00
	Symposium Conference Tickets	100%	222,000.00
<b>Total Income</b>			<b>330,000.00</b>
<b>Expense</b>			
	Audio Visual	by Org	55,000.00
	Translation Services	100%	10,000.00
	Closed Captioning Services	100%	1,500.00
	Attendee Catering	50%	38,000.00
	Wifi	50%	5,000.00
	Photographer	50%	1,000.00
	Event app	50%	1,700.00
	Advertisement	50%	1,500.00
	Digital ads	50%	3,000.00
	Program/signage	50%	1,000.00
	Post card mailer	50%	600.00
	URL/Website	50%	260.00
	Registration system - Swoogo	50%	1,900.00
	Merchant fees	by Org	8,000.00
	Badges/Lanyards/Ribbons/Printing/Supplies	50%	5,000.00
	SE Radios	50%	150.00
	Main Stage Furniture/Design	100%	3,200.00
	Hotel -Speakers & Survey Winners	100%	15,000.00
	Hotel - OWB Board/Staff	100%	4,000.00
	Tasting Session/Catering	100%	8,200.00
	Speaker Gifts	100%	1,000.00
	Speaker Fee/Travel	100%	25,000.00
	Exhibit services	by Org	120.00
	Venue	by Org	40,000.00
	Event contactor hotel/travel/meals	50%	300.00
	Event Management Fee	by Org	55,912.50
	Event Management Sponsor Commission	by Org	21,600.00
<b>Total Expense</b>			<b>307,942.50</b>
<b>Net Income</b>			<b>22,057.50</b>



#### **OTHER UPDATES**

- Trade Marketing update
- Communications update
- Finance update



## **AUGUST 2024 BOARD PACKET**

# **Trade Relations update**

**Prepared by:** David DeWitt

### **Oregon Wine Month 3-tier and consumer 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 will be designing 2025 programming.

- All 2024 activations and “spends” are being analyzed and measured. This includes advertising, social engagement, retail programs, etc,
- KPI’s and sales data have been gathered and analyzed for all sales channels. Results have been shared with stakeholders.
- The 2025 planning calendar and meetings will be established.
- 2025 budget has been established.

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

- Marketing committee update and involvement for 8.14.24 meeting.
- OWB staff will collaborate on 2025 planning.

### **TexSom 2024 – Conference Sponsorship and Trade Educational Luncheon**

#### **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 Conference brings the industry together to educate and inspire beverage professionals from around the country. Many buying professionals attend this conference annually as it is recognized as one of the premier trade events held domestically each year.

#### **Status**

We will be sponsoring the conference and supporting the event with an educational luncheon.

- The OWB will educate over 150 Trade and Industry professionals.
- Since 2016 OWB has participated in the conference and awards process.
- The trade luncheon provides an opportunity to influence buying professionals and emerging trade professionals.



### **Next steps and timing**

- Recap involvement and results.
- Network at events for trade activations and opportunities.
- Highlight involvement for social media and OWB newsletters.
- Capture all attendees contact information for trade database.

### **Marketing Committee**

#### **Strategic objectives**

Brand Equity, Market Expansion, Education

#### **Overview**

The re-establishment of the marketing committee brings in industry leaders to define and promote Brand Oregon globally.

#### **Status**

The committee will be meeting in August to define objectives and initiate projects for 2024/2025.

- Meeting scheduled for 8.14.24
- David DeWitt will be assisting with agenda and meeting logistics.

### **Next steps and timing**

- Recap meeting notes.
- Schedule the next meeting(s) and define further objectives.



## AUGUST 2024 BOARD PACKET

# Communications Director update

Prepared by: Katie von Bargaen

### Industry Communications update

#### Strategic objectives

Timely, regular updates to the industry regarding the OWB's areas of work (Marketing, Education, Communications, Research, etc.), as well as events and meetings, media highlights, calls for wine, partner updates and opportunities for industry members.

#### Overview

Grapevine newsletter

#### Status

- July Grapevine sent on 7/25
- Notified industry of change in Grapevine schedule (monthly vs. biweekly, with additional announcements on an as needed basis)

#### Next steps and timing

- August Grapevine tentatively scheduled for week of 8/19

### Media coverage update

#### Strategic objectives

Make media coverage easily accessible to all regions on a regular basis, outside of the Grapevine.

#### Overview

Weekly regional media reports from Meltwater

#### Status

- Regional weekly reports have been developed in Meltwater
- Katie is reviewing the content from the first set (July 26)

#### Next steps and timing

- Share the plan to distribute weekly with the regional association directors (August 1 TBD)
- Katie to distribute weekly (starting August 2 TBD)





## **Smoke Communications update**

### **Strategic objectives**

Promote statewide alignment to ensure consistency of brand messaging to external audiences.

### **Overview**

Provide an updated guidance document for smoke affected grapes and fires and distribute to regional associations and discuss at future IPC meeting.

### **Status**

- Document is being updated and reviewed internally

### **Next steps and timing**

- Review updates with key stakeholders
- Board input
- Share with appropriate members of the industry
- Revisit and update the broader OWB crisis communication plan



## **AUGUST 2024 BOARD PACKET**

### **Finance Update**

**Prepared by:** Sally Crawford

#### **FY23-24 Year End Financials**

Balance Sheet and P&L for FY23-24 are attached.

Revenue finished ~\$500K, 20%, ahead of budget driven by 2023 grape assessment.

Expenses came in ~\$400K, 12%, under budget for this fiscal year. Main contributing factors are lower than budget R&D Grants and Symposium expenses and Communications Director role and Strategic Planning pushed to FY24-25.

#### **FY24-25 Proposed Budget Adjustments**

A narrative and the detailed proposed budget with adjustments are attached for review. The proposed changes were presented to IPC on July 11 and a public presentation on July 30. Industry input for future consideration has been captured in the narrative.

#### **2025 Oregon Wine Symposium Budget**

We are in year 2 of 3 of the Oregon Wine Symposium Co-Sponsorship agreement with OWA. The budget framework in the agreement requires Sponsorship Revenue Share to be determined each year during budget development. 2024 split was 90/10 OWB/OWA sponsorship value less booth fees. The budget proposes continuing the same split in 2025.

Symposium made a small profit in 2024; revenue was slightly under budget due to soft sponsorship revenue. Expenses finished 10% under budget. The 2025 budget holds ticket prices at 2024 levels with a modest growth of 2.5% revenue and a 12% increase in costs. A detailed symposium budget for OWB is attached.

#### **Industry Grant Program**

##### **Strategic objectives**

Support of Wine Industry Non-Profits to advance activities consistent with OWB's emphasis on Research, Education, Media Relations, and Marketing Programs

##### **Overview**

Suggesting attached revision to grant program for FY24-25.