

Profit & Loss Statement

	FY24-25 Budget v2024.12
Income	
4100 Grape Assessment (\$25/ton)	2,106,000.00
4200 Wine Tax (2c/gal)	309,700.00
4310 Symposium Revenue	330,000.00
4500 Other Income	
4510 Interest Revenue	55.00
Total 4500 Other Income	\$ 55.00
4632 Wine Country License Plate	50,000.00
Total Income	\$ 2,795,755.00
Expenses	
1R000 Research.	
R100 Vit & Enological Research	
R101 Grants.	386,751.00
R104 Grant Management/Administration	16,000.00
Total R100 Vit & Enological Research	\$ 402,751.00
R800 Research. Administration	
R803 Research.Mtg & Travel	
R804 NWCSEFR Contribution	9,000.00
Total R800 Research. Administration	\$ 9,000.00
R900 Research.Employee Compensation	70,000.00
Total 1R000 Research.	\$ 481,751.00
2E000 Industry Education.	
E100 Symposium	
E101 Audio/Visual	56,500.00
E102 Soiree	0.00
E103 Facility	75,000.00
E104 Food and Beverage	40,000.00
E105 Materials, Fees, Misc	40,000.00
E108 Spanish Translation	10,000.00
E109 Speakers	44,500.00
E112 Marketing	6,000.00
E113 Event Management Contractor	58,000.00
Total E100 Symposium	\$ 330,000.00
E200 Education Projects	
E201 Misc Workshops	10,000.00
E202 DTC/ Workshop	10,000.00
Total E200 Education Projects	\$ 20,000.00
E700 Education.Consulting Services	80,000.00
E800 Education.Administration	
E803 Education.Employee Development	
E804 Education.Mtg & Travel Expense	12,000.00
Total E800 Education.Administration	\$ 12,000.00
E900 Education.Employee Compensation	150,000.00
Total 2E000 Industry Education.	\$ 592,000.00
3M000 Marketing.	
1B000 Brand Equity & Brand Identity	
B101 Consumer Website Concept/Design/Maintenance	3,000.00
B106 Social Media Contractor	24,000.00
B107 Digital Advertising	16,000.00
Total 1B000 Brand Equity & Brand Identity	\$ 43,000.00
2T000 Tourism	
M101 Oregon Wine Month	
M101.01 OWM - Trade Programming	30,000.00
M101.02 OWM - Creative and Project Mngmt	7,500.00
M101.03 OWM - POS Printing & Distribution	32,500.00
M101.04 OWM - Media Plan & Mngmt	50,000.00
M101.05 OWM - Digital Promotion	20,000.00
M101.06 OWM - Merchandising Support	20,000.00
Total M101 Oregon Wine Month	\$ 160,000.00
M102 Wines Fly Free	5,000.00
M108 Bounty & Vine	35,000.00
M205 Wine Guide	50,000.00
T102 Content Development (includ. photog, Travel OR)	75,000.00
Total 2T000 Tourism	\$ 325,000.00
3X000 Market Expansion	
I000 International Marketing	
I101 Northwest Wine Coalition	75,000.00
I102 Non-Reimbursable Event Cost	10,000.00
Total I103 Reimbursed Expenses	\$ 0.00
I900 Logistics & Admin Consultants	70,000.00
Total I000 International Marketing	\$ 155,000.00
X101 Resource Studio + Website Platform Upgrade	0.00
X103 Trade Education Tools & Events	
M105 Trade Events - Txsom	20,000.00
M106 Marketing Events SCBG	10,000.00
M201 Resource Studio	7,500.00
Total X103 Trade Education Tools & Events	\$ 37,500.00
Total 3X000 Market Expansion	\$ 192,500.00
4C000 Communications	
C100 Media Relations	0.00
C100.01 MR - Cross Border Tour	5,000.00

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C100.02 MR - Shoulder Season Media Tours	20,000.00
C100.03 MR - Association Opportunities	15,000.00
C100.04 MR - Critical Reviewer Coordination	20,000.00
C100.05 MR - Wine Sample Shipments	3,000.00
C100.06 MR - Media Hosting & Briefings	12,000.00
C100.07 MR - Other Programming/Consultants	0.00
Total C100 Media Relations	\$ 75,000.00
C200 Media Analytics	10,200.00
C800 Comm.Administration	
C801 Subs & Pubs	4,000.00
C802 Comm.Collateral & Materials	2,000.00
C804 Comm.Mtg & Travel	8,000.00
Total C800 Comm.Administration	\$ 14,000.00
C900 Comm.Employee Compensation	155,000.00
Total 4C000 Communications	\$ 254,200.00
M800 Marketing.Administration	
M801 Marketing.Committee Meetings	3,000.00
M802 Marketing.Collateral & Mtis	10,000.00
M804 Marketing.Mtg & Travel	12,000.00
Total M800 Marketing.Administration	\$ 25,000.00
M900 Marketing.Employee Compensation	445,000.00
Total 3M000 Marketing.	\$ 1,284,700.00
4K000 Knowledge & Insights.	
M300 Marketing Research	
M301 Marketing Research	50,000.00
M302 Nielsen Data	15,000.00
M304 Wine Market Council	5,000.00
M305 Community Benchmark	23,512.00
Total M300 Marketing Research	\$ 93,512.00
R200 Industry Research	
R201 Ag Census	130,000.00
R203 Misc. Studies	0.00
R204 Salary Survey	5,000.00
Total R200 Industry Research	\$ 135,000.00
zK900 Knowledge & Insights Compensation	55,000.00
Total 4K000 Knowledge & Insights.	\$ 283,512.00
5L000 Leadership & Partnership	
G200 Industry Contributions	
G201 Misc Industry Contributions	14,000.00
G202 Industry WCLP Grant	45,000.00
Total G200 Industry Contributions	\$ 59,000.00
L103 Program Contributions	
G600 Industry Relations	
G601 Subscriptions	30,000.00
G602 Administration/Annual Report	5,000.00
G603 Strategic Planning	60,000.00
G604 Industry Website Platform Upgrade	10,000.00
G605 DEI Leadership-Infrastructure	0.00
G606 Profit Calculator	3,000.00
Total G600 Industry Relations	\$ 108,000.00
Total L103 Program Contributions	\$ 108,000.00
L800 Leadership & Partnership Administration	
L804 Partnership.Mtg & Travel	5,500.00
Total L800 Leadership & Partnership Administration	\$ 5,500.00
L900 Leadership & Partnership.Employee Compensation	65,000.00
Total 5L000 Leadership & Partnership	\$ 237,500.00
6G000 General & Admin	
G100 Board Administration	
G101 Meetings.Board	16,000.00
G102 Travel Expense.Board	10,000.00
G103 Board Director Compensation	10,000.00
Total G100 Board Administration	\$ 36,000.00
G500 Office Administration	
G501 Rent	75,000.00
G502 Equipment/Furniture/Maintenance	55,000.00
G503 Postage/Supplies/Fees	16,000.00
G504 Telephone/Internet Fees	16,000.00
Total G500 Office Administration	\$ 162,000.00
G800 Staff Administration	
G802 Employee Development.G&A	8,000.00
G803 Mtg & Travel.G&A	50,000.00
G804 Temp & Contract Support	30,000.00
G805 Legal Fees	20,000.00
Total G800 Staff Administration	\$ 108,000.00
G900 Employee Compensation.G&A	410,000.00
G999 Accrued PTO Balances	40,000.00
Total 6G000 General & Admin	\$ 756,000.00
Total Expenses	\$ 3,635,463.00