

	FY 22-23 Actual	FY 23-24 Actual	FY24-25 Budget v2024.03	FY24-25 Budget v2024.08 Proposed Draft 2024.07.29	
Income					
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
Total 4330 Export Participation Revenue	0	4,600	0	0	
Total 4300 Program Revenue	0	5,250	40,000	0	
4310 Symposium Revenue	268,860	321,650	342,500	330,000	
4510 Interest Revenue	55	55	50	55	
Total 4500 Other Income	55	55	50	55	
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
Total 4600 Grant Revenue	119,750	7,500	80,000	50,000	
4693 Marketing	55,956				
Total Income	2,635,913	3,038,378	2,753,154	2,795,755	
Expenses					
1R000 Research.					
R100 Vit & Enological Research					
R101 Grants.	337,957	279,060	341,410	386,751	
R101.02 Vine Mealybug Delimitation		50,000			
Total R101 Grants.	337,957	329,060	341,410	386,751	
R104 Grant Management/Administration	7,500		7,500	16,000	R&D Grant Management + IVES membership 18
Total R100 Vit & Enological Research	345,457	329,060	348,910	402,751	
R800 Research. Administration					
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
Total R800 Research. Administration	3,091	14,102	8,500	9,000	
R900 Research.Employee Compensation	51,229	53,207	56,071	70,000	
Total 1R000 Research.	399,777	396,368	413,481	481,751	
2E000 Industry Education.					
E100 Symposium					
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	
Total E100 Symposium	284,781	292,718	342,500	330,000	
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
Total E200 Education Projects	74,750	6,000	3,000	20,000	
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	
Total E800 Education.Administration	11,669	16,528	8,000	12,000	
E900 Education.Employee Compensation	160,303	155,881	165,000	150,000	
Total 2E000 Industry Education.	531,502	471,127	518,500	592,000	
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	
Total 1B000 Brand Equity & Brand Identity	15,558	34,683	23,000	43,000	
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	

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M101.06 OWM - Merchandising Support		18,492	5,000	20,000	
Total M101 Oregon Wine Month	65,640	137,756	50,000	160,000	
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					
Total 2T000 Tourism	106,723	199,951	111,000	325,000	
3X000 Market Expansion					
I000 International Marketing					
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			
Total I103 Reimbursed Expenses	0	-10,223	0	0	
I900 Logistics & Admin Consultants	66,000	84,738	90,000	70,000	
Total I000 International Marketing	140,443	170,128	172,500	155,000	
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					
Total X103 Trade Education Tools & Events	19,446	28,657	133,500	37,500	
Total 3X000 Market Expansion	159,889	198,785	306,000	192,500	
4C000 Communications					
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	

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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	
Total C100 Media Relations	75,544	114,492	44,000	75,000	
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	
Total C800 Comm.Administration	671	8,500	3,500	14,000	
C900 Comm.Employee Compensation	103,659	25,889	150,000	155,000	
Total 4C000 Communications	190,051	159,081	209,500	254,200	
M100 Event Marketing					
M200 Marketing Collateral					
M207 Photography	10,000				
Total M200 Marketing Collateral	10,000	0	0	0	
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	
Total M800 Marketing.Administration	11,475	20,128	7,500	25,000	
M900 Marketing.Employee Compensation	272,336	292,498	300,000	445,000	
Total 3M000 Marketing.	766,033	905,125	957,000	1,284,700	
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	
Total M300 Marketing Research	775	22,785	28,500	93,512	
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		

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R204 Salary Survey				5,000	
Total R200 Industry Research	76,223	100,785	135,000	135,000	
zK900 Knowledge & Insights Compensation	22,415	32,495	35,000	55,000	
Total 4K000 Knowledge & Insights.	99,413	156,066	198,500	283,512	
5L000 Leadership & Partnership					
G200 Industry Contributions					
G201 Misc Industry Contributions	25,422	10,500	10,000	25,000	
Total G200 Industry Contributions	25,422	10,500	10,000	25,000	
G301 Grant Writing					
L100 Regional Meetings (including external stakeholders)					
L103 Program Contributions					
G600 Industry Relations					
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
Total G600 Industry Relations	39,219	40,897	86,000	142,000	
Total L103 Program Contributions	39,219	40,897	86,000	142,000	
L800 Leadership & Partnership Administration	30				
L804 Partnership.Mtg & Travel	1,662	3,545	2,000	5,500	strategic planning travels
Total L800 Leadership & Partnership Administration	1,692	3,545	2,000	5,500	
L900 Leadership & Partnership.Employee Compensation	97,826	92,040	95,000	65,000	
Total 5L000 Leadership & Partnership	164,159	146,982	193,000	237,500	
6G000 General & Admin					
G100 Board Administration					
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	
Total G100 Board Administration	4,688	24,806	23,000	36,000	
G300 Consultants					
G302 Financial Review		10,000			every other year
Total G300 Consultants	0	10,000	0	0	
G500 Office Administration					
G501 Rent	0		24,000	75,000	Full time office space

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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
Total G500 Office Administration	46,790	47,776	66,000	162,000	
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	
Total G800 Staff Administration	85,599	167,630	52,000	108,000	
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	
Total 6G000 General & Admin	609,609	755,354	591,000	756,000	
8000 General & Administrative					
8200 Employee Compensation					
8210 Salaries and Wages	-63,582	0			
8230 Payroll tax	63,582	0			
Total 8200 Employee Compensation	0	0	0	0	
Total 8000 General & Administrative	0	0	0	0	
Melio Credit card fee	0	0			
Purchases		0			
QuickBooks Payments Fees					
Total Expenses	2,570,493	2,831,023	2,871,481	3,635,463	
Net Operating Income	65,421	207,355	-118,327	-839,708	
Net Income	65,421	207,355	-118,327	-839,708	
Beginning Balance	1,215,593	1,267,129	731,534	1,474,484	
Ending Balance	1,281,014	1,474,484	613,207	634,776	
Reserve Goal (30% of 3 yr Avg Grape Assessment)	568,490	632,564	593,581	631,900	
Surplus/Deficit after Reserve Goal	712,524	841,920	19,625	2,876	
Total Compensation	1,103,300	1,157,152	1,201,071	1,350,000	