

	FY 23-24 Budget vDec2023	FY 23-24 Year End Forecast (as of June)	FY24-25 Budget v2024.03	FY24-25 Budget v2024.07.09 Proposed Draft	
Income					
4100 Grape Assessment (\$25/ton)	1,872,572.00	2,389,828.00	1,978,603.83	2,106,000.00	~3 year average based
4200 Wine Tax (2c/gal)	328,725.00	314,095.00	312,000.00	309,718.00	avg of FY22-23 + FY23-24; conservative approach due to declining revenue
4300 Program Revenue					
4305 Marketing Participation Revenue		650.00	40,000.00		SCBG not received
4330 Export Participation Revenue					
4331 ProWein		3,600.00			
4334 Canada Trade Tasting		1,000.00			
Total 4330 Export Participation Revenue	\$ 0.00	\$ 4,600.00			
Total 4300 Program Revenue	\$ 0.00	\$ 5,250.00	\$ 40,000.00	\$ 0.00	
4310 Symposium Revenue	326,250.00	321,435.00	342,500.00	337,500.00	
4500 Other Income					
4510 Interest Revenue	50.00	55.06	50.00	50.00	
Total 4500 Other Income	\$ 50.00	\$ 55.06	\$ 50.00	\$ 50.00	
4600 Grant Revenue					
4620 Specialty Crop Block			60,000.00		SCBG not received
4632 Wine Country License Plate	7,500.00	7,500.00	20,000.00	50,000.00	Requires 1:1 match in expenses; up to 50% in kind
Total 4600 Grant Revenue	\$ 7,500.00	\$ 7,500.00	\$ 80,000.00	\$ 50,000.00	
4690 HB 5006 Funds					
4693 Marketing					
Total 4690 HB 5006 Funds	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
Total Income	2,535,097.00	3,038,163.06	2,753,153.83	2,803,268.00	
Gross Profit	2,535,097.00	3,038,163.06	2,753,153.83	2,803,268.00	
Expenses					
1R000 Research.					
R100 Vit & Enological Research					
R101 Grants.	353,860.00	279,060.00	341,410.00	386,751.00	
R101.01 Special Grant Award - Smoke Research	6,140.00				
R101.02 Vine Mealybug Delimitation	50,000.00	50,000.00			
Total R101 Grants.	\$ 410,000.00	\$ 329,060.00	\$ 341,410.00	\$ 386,751.00	
R102 NW Small Fruits (deleted)					

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R104 Grant Management/Administration			7,500.00	16,000.00	R&D Grant Management + IVES membership 18 months
Total R100 Vit & Enological Research	\$ 410,000.00	\$ 329,060.00	\$ 348,910.00	\$ 402,751.00	
R800 Research. Administration					
R801 Research.Committee Meetings	4,000.00				
R803 Research.Mtg & Travel	5,000.00	10,801.74			NWCSFR travel moved to R804
R804 NWCSFR Contribution	3,000.00	3,300.00	8,500.00	9,000.00	Northwest Center for Small Fruits Research & Meeting Travel for 2
Total R800 Research. Administration	\$ 12,000.00	\$ 14,101.74	\$ 8,500.00	\$ 9,000.00	
R900 Research.Employee Compensation	56,071.00	56,071.00	56,071.00	60,000.00	
Total 1R000 Research.	\$ 478,071.00	\$ 399,232.74	\$ 413,481.00	\$ 471,751.00	
2E000 Industry Education.					
E100 Symposium					
E101 Audio/Visual	56,000.00	50,682.00	60,000.00	57,000.00	
E103 Facility	64,279.00	69,516.99	68,000.00	68,000.00	
E104 Food and Beverage	29,000.00	35,420.97	32,000.00	32,000.00	
E105 Materials, Fees, Misc	59,195.00	36,022.06	62,000.00	62,000.00	
E108 Spanish Translation	7,000.00	7,973.75	8,000.00	8,000.00	
E109 Speakers	52,000.00	33,459.70	52,000.00	48,000.00	
E112 Marketing	1,839.00	3,122.80	2,500.00	2,500.00	
E113 Event Management Contractor	56,937.00	56,520.11	58,000.00	60,000.00	
Total E100 Symposium	\$ 326,250.00	\$ 292,718.38	\$ 342,500.00	\$ 337,500.00	
E200 Education Projects					
E201 Misc Workshops	1,000.00			10,000.00	
E202 DTC/ Workshop	5,000.00			10,000.00	
E203 Profit Calculator Development	3,000.00	3,000.00	3,000.00	0.00	Profit Calculator - moved to Leadership & Partnership
E205 Community Benchmark	0.00		0.00	0.00	moved to Knowledge & Insights
Total E200 Education Projects	\$ 9,000.00	\$ 3,000.00	\$ 3,000.00	\$ 20,000.00	
E700 Education.Consulting Services				\$ 80,000.00	Curriculum Development
E800 Education.Administration					
E801 Education.Committee Meetings	2,000.00	297.83			
E802 Education.Collateral & Mtls		50.00			
E803 Education.Employee Development	5,000.00	120.00			

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E804 Education.Mtg & Travel Expense	18,000.00	15,611.51	8,000.00	12,000.00	
Total E800 Education.Administration	\$ 25,000.00	\$ 16,079.34	\$ 8,000.00	\$ 12,000.00	
E900 Education.Employee Compensation	163,565.00	163,565.00	165,000.00	142,000.00	
Total 2E000 Industry Education.	\$ 523,815.00	\$ 475,362.72	\$ 518,500.00	\$ 591,500.00	
3M000 Marketing.					
1B000 Brand Equity & Brand Identity					
B100 Agency Fees (brand identity creative)		-600.00			
B101 Consumer Website Concept/Design/Maintenance		1,637.15	500.00	3,000.00	
B104 OWM Replacement Campaign Material (agency dev fees)					
B106 Social Media Contractor	20,000.00	22,000.00	20,000.00	22,000.00	
B107 Digital Advertising	15,000.00	15,645.49	2,500.00	16,000.00	
Total 1B000 Brand Equity & Brand Identity	\$ 35,000.00	\$ 38,682.64	\$ 23,000.00	\$ 41,000.00	
2T000 Tourism					
M101 Oregon Wine Month					
M101.01 OWM - Trade Programming	15,000.00	19,810.00	5,000.00	30,000.00	
M101.02 OWM - Creative and Project Mngmt	15,000.00	6,443.75	5,000.00	7,500.00	
M101.03 OWM - POS Printing & Distribution	25,000.00	24,709.51	10,000.00	32,500.00	
M101.04 OWM - Media Plan & Mngmt	50,000.00	47,886.67	20,000.00	50,000.00	
M101.05 OWM - Digital Promotion	15,000.00	20,414.06	5,000.00	20,000.00	
M101.06 OWM - Merchandising Support	30,000.00	18,491.70	5,000.00	20,000.00	
Total M101 Oregon Wine Month	\$ 150,000.00	\$ 137,755.69	\$ 50,000.00	\$ 160,000.00	
M102 Wines Fly Free	10,000.00	16,106.87	1,000.00	5,000.00	
M108 Bounty & Vine	10,000.00	10,926.25	35,000.00	35,000.00	fall consumer promotion
M205 Wine Guide	15,000.00	11,000.00	25,000.00	50,000.00	
T100 Touring Guide Design and Production					
T102 Content Development (includ. photog, Travel OR)	25,000.00	24,161.73	0.00	75,000.00	Video Production - WCLP match
T103 Consumer Website Platform Upgrade					
Total 2T000 Tourism	\$ 210,000.00	\$ 199,950.54	\$ 111,000.00	\$ 325,000.00	
3X000 Market Expansion					
I000 International Marketing					
I101 Northwest Wine Coallition	65,000.00	66,740.00	75,000.00	75,000.00	
I102 Non-Reimburseable Event Cost	20,000.00	28,577.74	7,500.00	10,000.00	
I103 Reimbursed Expenses					

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I103.01 Billable Shipping, Freight & Delivery					
Total I103 Reimbursed Expenses	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
I900 Logistics & Admin Consultants	85,000.00	90,000.00	90,000.00	70,000.00	
Total I000 International Marketing	\$ 170,000.00	\$ 185,317.74	\$ 172,500.00	\$ 155,000.00	
X101 Resource Studio + Website Platform Upgrade	\$ 0.00		\$ 0.00	\$ 0.00	
X103 Trade Education Tools & Events					
M104 Other Programs	5,000.00	128.00			
M105 Trade Events - Teksom	14,000.00	14,249.59	14,000.00	20,000.00	Teksom + MW
M106 Marketing Events SCBG	0.00		112,500.00	10,000.00	consumer focused event
M107 Trade Organization Sponsorship	10,000.00	8,000.00			
M109 Domestic Trade Tasting/Education	10,000.00				
M201 Resource Studio	15,000.00	8,086.88	7,000.00	7,000.00	media library \$7k crowdriff
X100 Learn Oregon Content Maintenance & Upgrades					
Total X103 Trade Education Tools & Events	\$ 54,000.00	\$ 30,464.47	\$ 133,500.00	\$ 37,000.00	
Total 3X000 Market Expansion	\$ 224,000.00	\$ 215,782.21	\$ 306,000.00	\$ 192,000.00	
4C000 Communications					
C100 Media Relations	0.00	180.00	0.00	0.00	
C100.01 MR - Cross Border Tour	12,000.00	19,640.38	7,500.00	5,000.00	
C100.02 MR - Shoulder Season Media Tours	8,000.00	6,824.44	5,000.00	20,000.00	
C100.03 MR - Association Opportunities	15,000.00		7,500.00	15,000.00	
C100.04 MR - Critical Reviewer Coordination	15,000.00	25,000.00	12,000.00	20,000.00	
C100.05 MR - Wine Sample Shipments	3,500.00	537.96	2,000.00	3,000.00	
C100.06 MR - Media Hosting & Briefings	15,000.00	5,000.00	10,000.00	12,000.00	
C100.07 MR - Other Programming/Consultants	58,000.00	57,667.50	0.00	0.00	
Total C100 Media Relations	\$ 126,500.00	\$ 114,850.28	\$ 44,000.00	\$ 75,000.00	
C200 Media Analytics	10,115.00	10,200.00	12,000.00	10,200.00	
C800 Comm.Administration					
C801 Subs & Pubs	1,900.00	1,942.40	1,000.00	2,000.00	
C802 Comm.Collateral & Materials	3,000.00	1,411.00	500.00	2,000.00	
C804 Comm.Mtg & Travel	3,000.00	2,141.26	2,000.00	8,000.00	
Total C800 Comm.Administration	\$ 7,900.00	\$ 5,494.66	\$ 3,500.00	\$ 12,000.00	
C900 Comm.Employee Compensation	73,925.00	26,100.00	150,000.00	155,000.00	
Total 4C000 Communications	\$ 218,440.00	\$ 156,644.94	\$ 209,500.00	\$ 252,200.00	

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M100 Event Marketing					
M200 Marketing Collateral					
M207 Photography					
Total M200 Marketing Collateral	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
M800 Marketing.Administration					
M801 Marketing.Committee Meetings	5,000.00	708.80		3,000.00	
M802 Marketing.Collateral & Mtls	10,000.00	10,000.00	500.00	10,000.00	
M803 Marketing.Employee Development		774.70			
M804 Marketing.Mtg &Travel	12,000.00	10,535.88	7,000.00	12,000.00	
Total M800 Marketing.Administration	\$ 27,000.00	\$ 22,019.38	\$ 7,500.00	\$ 25,000.00	
M900 Marketing.Employee Compensation	297,380.00	297,380.00	300,000.00	395,000.00	
Total 3M000 Marketing.	\$ 1,011,820.00	\$ 930,459.71	\$ 957,000.00	\$ 1,230,200.00	
4K000 Knowledge & Insights.					
M300 Marketing Research					
M301 Marketing Research	20,000.00	319.27		50,000.00	consumer sentiment study
M302 Nielsen Data	7,500.00				
M304 Wine Market Council	5,000.00	5,000.00	5,000.00	5,000.00	
M305 Community Benchmark	17,450.00	17,416.00	23,500.00	23,512.00	
Total M300 Marketing Research	\$ 49,950.00	\$ 22,735.27	\$ 28,500.00	\$ 78,512.00	
R200 Industry Research					
R201 Ag Census	82,265.00	78,845.33	130,000.00	130,000.00	shift to complete survey by Feb 1; 1.5 survey costs in FY24-25
R202 Economic Impact	20,000.00	21,940.00			every 3 years
R203 Misc. Studies	8,750.00				
R204 Salary Survey			5,000.00	5,000.00	
Total R200 Industry Research	\$ 111,015.00	\$ 100,785.33	\$ 135,000.00	\$ 135,000.00	
zK900 Knowledge & Insights Compensation	32,557.00	34,000.00	35,000.00	80,000.00	
Total 4K000 Knowledge & Insights.	\$ 193,522.00	\$ 157,520.60	\$ 198,500.00	\$ 293,512.00	
5L000 Leadership & Partnership					
G200 Industry Contributions					
G201 Misc Industry Contributions	15,000.00	10,500.00	10,000.00	25,000.00	
Total G200 Industry Contributions	\$ 15,000.00	\$ 10,500.00	\$ 10,000.00	\$ 25,000.00	
G301 Grant Writing					
L100 Regional Meetings (including external stakeholders)	2,500.00				

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L103 Program Contributions					
G600 Industry Relations					
G601 Subscriptions	35,000.00	30,548.30	50,000.00	70,000.00	includes \$40K start up/support for CRM
G602 Administration/Annual Report	5,000.00	6,222.50	4,000.00	5,000.00	
G603 Strategic Planning	40,000.00		30,000.00	50,000.00	
G604 Industry Website Platform Upgrade	4,000.00	2,543.75		10,000.00	website update/revamp
G605 DEI Leadership-Infrastructure	8,400.00	1,200.00	2,000.00	4,000.00	
G606 Profit Calculator				3,000.00	moved from Educaiton
Total G600 Industry Relations	\$ 92,400.00	\$ 40,514.55	\$ 86,000.00	\$ 142,000.00	
Total L103 Program Contributions	\$ 92,400.00	\$ 40,514.55	\$ 86,000.00	\$ 142,000.00	
L800 Leadership & Partnership Administration					
L804 Partnership.Mtg &Travel	6,000.00	3,545.28	2,000.00	5,500.00	strategic planning travels
Total L800 Leadership & Partnership Administration	\$ 6,000.00	\$ 3,545.28	\$ 2,000.00	\$ 5,500.00	
L900 Leadership & Partnership.Employee Compensation	100,159.00	96,000.00	95,000.00	59,000.00	
Total 5L.000 Leadership & Partnership	\$ 216,059.00	\$ 150,559.83	\$ 193,000.00	\$ 231,500.00	
6G000 General & Admin					
G100 Board Administration					
G101 Meetings.Board	10,300.00	9,450.08	8,000.00	16,000.00	strategic planning
G102 Travel Expense.Board	5,000.00	10,000.00	5,000.00	10,000.00	
G103 Board Director Compensation	10,000.00	7,000.00	10,000.00	10,000.00	
Total G100 Board Administration	\$ 25,300.00	\$ 26,450.08	\$ 23,000.00	\$ 36,000.00	
G300 Consultants					
G302 Financial Review	10,000.00	10,000.00			every other year
Total G300 Consultants	\$ 10,000.00	\$ 10,000.00	\$ 0.00	\$ 0.00	
G500 Office Administration					
G501 Rent	0.00		24,000.00	75,000.00	Full time office space
G502 Equipment/Furniture/Maintenance	31,000.00	24,807.70	20,000.00	55,000.00	+ \$25K for new office set up
G503 Postage/Supplies/Fees	16,000.00	15,273.04	16,000.00	16,000.00	
G504 Telephone/Internet Fees	6,000.00	6,690.80	6,000.00	16,000.00	internet at office + OWB cell phones
Total G500 Office Administration	\$ 53,000.00	\$ 46,771.54	\$ 66,000.00	\$ 162,000.00	
G800 Staff Administration					
G802 Employee Development.G&A	20,500.00	12,216.94	8,000.00	8,000.00	
G803 Mtg &Travel.G&A	42,000.00	38,904.77	15,000.00	50,000.00	

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G804 Temp & Contract Support	70,000.00	82,952.35	20,000.00	20,000.00	FY23-24 includes ED search& hire + relocation
G805 Legal Fees	10,000.00	16,042.40	9,000.00	15,000.00	
Total G800 Staff Administration	\$ 142,500.00	\$ 150,116.46	\$ 52,000.00	\$ 93,000.00	
G900 Employee Compensation.G&A	516,451.00	543,000.00	400,000.00	400,000.00	
G901 Employee Retirement Allocation	0.00		0.00	0.00	
G999 Accrued PTO Balances	70,000.00	32,000.00	50,000.00	40,000.00	
Total 6G000 General & Admin	\$ 817,251.00	\$ 808,338.08	\$ 591,000.00	\$ 731,000.00	
8000 General & Administrative					
8200 Employee Compensation					
8210 Salaries and Wages					
8230 Payroll tax		0.00			
Total 8200 Employee Compensation	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
Total 8000 General & Administrative	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
Melio Credit card fee		0.00			
Purchases					
QuickBooks Payments Fees					
Total Expenses	\$ 3,240,538.00	\$ 2,921,473.68	\$ 2,871,481.00	\$ 3,549,463.00	
Net Operating Income	-\$ 705,441.00	\$ 116,689.38	-\$ 118,327.17	-\$ 746,195.00	
Net Income	-\$ 705,441.00	\$ 116,689.38	-\$ 118,327.17	-\$ 746,195.00	
Beginning Balance	1,267,129.00	1,267,129.00	731,533.67	1,383,818.38	
Ending Balance	561,688.00	1,383,818.38	613,206.50	637,623.38	
Reserve Goal (30% of 3 yr Avg Grape Assessment)	561,771.60	632,563.95	593,581.15	632,563.95	
Surplus/Deficit after Reserve Goal	-83.60	751,254.43	19,625.35	5,059.43	
Total Compensation	1,240,108.00	1,216,116.00	1,201,071.00	1,291,000.00	