

FY25-26 Draft Budget Narrative

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GENERAL COMMENTS

The budget is a living document; the BOD will review the budget at least quarterly for timely response to industry programming.

OWB supports International and Exports programming via Northwest Wine Coalition with \$155K. This investment provides \$1.5M in grant spending during FY25-26.

APPROACH TO DRAFT BUDGET DEVELOPMENT

- Budget developed based on FY24-25 budget and review of FY22-23 and FY23-24 actuals.

REVENUE ASSUMPTIONS

- Grape Assessment Tax Revenue uses 3-year average based on actual FY22-23, FY23-24 and budget FY24-25.
- Wine Tax Revenue uses 3-year average based on actual FY22-23, FY23-24 and budget FY24-25.
- Symposium Revenue is equivalent to FY24-25 Budget.
 - Symposium Revenue offset by Symposium Expenses for \$0 gain.
- Grant Revenue
 - Awarded grants are included in revenue.
 - WCLP \$50K – final payout for two awarded grants.

EXPENSE ASSUMPTIONS

- FY25-26 expenses exceed revenue ~\$125K
 - Overage to be covered by surplus/underspend in FY24-25 Compensation.
- Headcount remains at 6 people; allocations updated to align with organizational restructure.

NOTABLE CHANGES IN BUDGET ALLOCATIONS ex COMPENSATION

- EDUCATION
 - Consulting Services reduced
- MARKETING & COMMUNICATIONS
 - Social Media Contractor increased to align with market pricing
 - Bounty & Vine (Fall Promotion) decreased
 - Wine Guide decreased - biannual publication
 - Content Development decreased - film complete
 - Media Relations reduced to align with FY24-25 actual spend
- KNOWLEDGE & INSIGHTS
 - Community Benchmark funding through Dec 2025
 - AG Sensus reduced as timing of study has been realigned

- LEADERSHIP & PARTNERSHIP
 - Strategic Planning complete in FY24-25
- GENERAL & ADMIN
 - Equipment/Furniture/Maintenance reduced as return to office complete
 - Temp & Contract Support increased to cover Biannual Financial Review

	Budget FY24-25 v2024.12	Budget FY25-26 v2024.02.18
Income		
4100 Grape Assessment (\$25/ton)	\$2,106,000.00	\$2,100,000.00
4200 Wine Tax (2c/gal)	\$309,700.00	\$309,700.00
4300 Program Revenue	\$0.00	\$0.00
4310 Symposium Revenue	\$330,000.00	\$330,000.00
4500 Other Income	\$55.00	\$55.00
4600 Grant Revenue	\$50,000.00	\$50,000.00
Total Income	\$2,795,755.00	\$2,789,755.00
Expenses		
1R000 Research.	\$481,751.00	\$534,000.00
2E000 Industry Education.	\$592,000.00	\$478,000.00
3M000 Marketing.	\$1,284,700.00	\$820,200.00
4K000 Knowledge & Insights.	\$283,512.00	\$261,000.00
5L000 Leadership & Partnership	\$237,500.00	\$146,000.00
6G000 General & Admin	\$756,000.00	\$677,000.00
Total Expenses	\$3,635,463.00	\$2,916,200.00
Net Operating Income	-\$839,708.00	-\$126,445.00

	Budget FY24-25 v2024.12	Budget FY25-26 v2024.02.14	Comments
Income			
4100 Grape Assessment (\$25/ton)	2,106,000.00	2,100,000.00	avg FY22-23,23-24,budget24-25
4200 Wine Tax (2c/gal)	309,700.00	309,700.00	avg FY22-23,23-24,budget24-25
4310 Symposium Revenue	330,000.00	330,000.00	
4500 Other Income			
4510 Interest Revenue	55.00	55.00	
Total 4500 Other Income	\$ 55.00	\$ 55.00	
4600 Grant Revenue			
4632 Wine Country License Plate	50,000.00	50,000.00	
Total 4600 Grant Revenue	\$ 50,000.00	\$ 50,000.00	
Total Income	\$ 2,795,755.00	\$ 2,789,755.00	
Gross Profit	\$ 2,795,755.00	\$ 2,789,755.00	
Expenses			
1R000 Research.			
R100 Vit & Enological Research			
R101 Grants.	386,751.00	387,000.00	
R104 Grant Management/Administration	16,000.00	16,000.00	Grnt Mngmt + IVES
Total R100 Vit & Enological Research	\$ 402,751.00	\$ 403,000.00	
R800 Research. Administration			
R803 Research.Mtg & Travel			
R804 NWCSFR Contribution	9,000.00	9,000.00	
Total R800 Research. Administration	\$ 9,000.00	\$ 9,000.00	
R900 Research.Employee Compensation	70,000.00	122,000.00	
Total 1R000 Research.	\$ 481,751.00	\$ 534,000.00	
2E000 Industry Education.			
E100 Symposium			
E101 Audio/Visual	56,500.00	56,500.00	
E103 Facility	75,000.00	75,000.00	
E104 Food and Beverage	40,000.00	40,000.00	
E105 Materials, Fees, Misc	40,000.00	40,000.00	
E108 Spanish Translation	10,000.00	10,000.00	
E109 Speakers	44,500.00	44,500.00	
E112 Marketing	6,000.00	6,000.00	
E113 Event Management Contractor	58,000.00	58,000.00	
Total E100 Symposium	\$ 330,000.00	\$ 330,000.00	
E200 Education Projects			
E201 Misc Workshops	10,000.00	5,000.00	
E202 DTC/ Workshop	10,000.00	5,000.00	
Total E200 Education Projects	\$ 20,000.00	\$ 10,000.00	
E700 Education.Consulting Services	80,000.00	10,000.00	
E800 Education.Administration			
E803 Education.Employee Development			
E804 Education.Mtg & Travel Expense	12,000.00	3,000.00	
Total E800 Education.Administration	\$ 12,000.00	\$ 3,000.00	
E900 Education.Employee Compensation	150,000.00	125,000.00	
Total 2E000 Industry Education.	\$ 592,000.00	\$ 478,000.00	
3M000 Marketing.			
1B000 Brand Equity & Brand Identity			
B101 Consumer Website Concept/Design/Maintenance	3,000.00		
B106 Social Media Contractor	24,000.00	50,000.00	
B107 Digital Advertising	16,000.00	16,000.00	
Total 1B000 Brand Equity & Brand Identity	\$ 43,000.00	\$ 66,000.00	
2T000 Tourism			
M101 Oregon Wine Month			
M101.01 OWM - Trade Programming	30,000.00	30,000.00	
M101.02 OWM - Creative and Project Mngmt	7,500.00	7,500.00	
M101.03 OWM - POS Printing & Distribution	32,500.00	32,500.00	
M101.04 OWM - Media Plan & Mngmt	50,000.00	50,000.00	
M101.05 OWM - Digital Promotion	20,000.00	20,000.00	
M101.06 OWM - Merchandising Support	20,000.00	20,000.00	
Total M101 Oregon Wine Month	\$ 160,000.00	\$ 160,000.00	

M102 Wines Fly Free	5,000.00	5,000.00	
M108 Bounty & Vine	35,000.00	10,000.00	give gift of OR wine; rename to Fall Promotion ?
M205 Wine Guide	50,000.00	5,000.00	
T102 Content Development (includ. photog, Travel OR)	75,000.00	5,000.00	
Total 2T000 Tourism	\$ 325,000.00	\$ 185,000.00	
3X000 Market Expansion			
I000 International Marketing			
I101 Northwest Wine Coalition	75,000.00	75,000.00	
I102 Non-Reimburseable Event Cost	10,000.00	5,000.00	
I103 Reimbursed Expenses			
I103.01 Billable Shipping, Freight & Delivery			
Total I103 Reimbursed Expenses	\$ 0.00	\$ 0.00	
I900 Logistics & Admin Consultants	70,000.00	75,000.00	
Total I000 International Marketing	\$ 155,000.00	\$ 155,000.00	
X103 Trade Education Tools & Events			
M105 Trade Events - Teksom	20,000.00	16,000.00	consulting fee for Bree @ educational lunch
M106 Marketing Events SCBG	10,000.00		
M201 Resource Studio	7,500.00	7,500.00	crowdriff
Total X103 Trade Education Tools & Events	\$ 37,500.00	\$ 23,500.00	
Total 3X000 Market Expansion	\$ 192,500.00	\$ 178,500.00	
4C000 Communications			
C100 Media Relations	0.00	0.00	
C100.01 MR - Cross Border Tour	5,000.00	2,000.00	
C100.02 MR - Shoulder Season Media Tours	20,000.00	10,000.00	
C100.03 MR - Association Opportunities	15,000.00	10,000.00	
C100.04 MR - Critical Reviewer Coordination	20,000.00	20,000.00	
C100.05 MR - Wine Sample Shipments	3,000.00	3,000.00	
C100.06 MR - Media Hosting & Briefings	12,000.00	5,000.00	
Total C100 Media Relations	\$ 75,000.00	\$ 50,000.00	
C200 Media Analytics	10,200.00	10,200.00	Meltwater
C800 Comm.Administration			
C801 Subs & Pubs	4,000.00	4,000.00	
C802 Comm.Collateral & Materials	2,000.00	2,000.00	
C804 Comm.Mtg &Travel	8,000.00	4,000.00	
Total C800 Comm.Administration	\$ 14,000.00	\$ 10,000.00	
C900 Comm.Employee Compensation	155,000.00	159,000.00	
Total 4C000 Communications	\$ 254,200.00	\$ 229,200.00	
M800 Marketing.Administration			
M801 Marketing.Committee Meetings	3,000.00	3,000.00	
M802 Marketing.Collateral & Mtls	10,000.00	7,500.00	
M804 Marketing.Mtg &Travel	12,000.00	6,000.00	
Total M800 Marketing.Administration	\$ 25,000.00	\$ 16,500.00	
M900 Marketing.Employee Compensation	445,000.00	145,000.00	
Total 3M000 Marketing.	\$ 1,284,700.00	\$ 820,200.00	
4K000 Knowledge & Insights.			
M300 Marketing Research			
M301 Marketing Research	50,000.00	40,000.00	tourism consumer sentiment review/study + WCLP grant wine tourism strategic plan (total for grant = \$75K)
M302 Nielsen Data	15,000.00	15,000.00	
M304 Wine Market Council	5,000.00	5,000.00	
M305 Community Benchmark	23,512.00	13,000.00	thru 12/25 or \$23,500 thru 6/26
Total M300 Marketing Research	\$ 93,512.00	\$ 73,000.00	
R200 Industry Research			
R201 Ag Census	130,000.00	85,000.00	
R204 Salary Survey	5,000.00	5,000.00	
Total R200 Industry Research	\$ 135,000.00	\$ 90,000.00	
zK900 Knowledge & Insights Compensation	55,000.00	98,000.00	
Total 4K000 Knowledge & Insights.	\$ 283,512.00	\$ 261,000.00	
5L000 Leadership & Partnership			
G200 Industry Contributions			
G201 Misc Industry Contributions	14,000.00	20,000.00	

G202 Industry WCLP Grant	45,000.00	30,000.00	WCLP Grant Regional Financial Strategy Plans total for Grant = \$75K
Total G200 Industry Contributions	\$ 59,000.00	\$ 50,000.00	
L103 Program Contributions			
G600 Industry Relations			
G601 Subscriptions	30,000.00	30,000.00	
G602 Administration/Annual Report	5,000.00	5,000.00	
G603 Strategic Planning	60,000.00		
G604 Industry Website Platform Upgrade	10,000.00	0.00	
G605 DEI Leadership-Infrastructure			embedded in Strategic Plan
G606 Profit Calculator	3,000.00	3,000.00	
Total G600 Industry Relations	\$ 108,000.00	\$ 38,000.00	
Total L103 Program Contributions	\$ 108,000.00	\$ 38,000.00	
L800 Leadership & Partnership Administration			
L804 Partnership.Mtg & Travel	5,500.00	0.00	
Total L800 Leadership & Partnership Administration	\$ 5,500.00	\$ 0.00	
L900 Leadership & Partnership.Employee Compensation	65,000.00	58,000.00	
Total 5L000 Leadership & Partnership	\$ 237,500.00	\$ 146,000.00	
6G000 General & Admin			
G100 Board Administration			
G101 Meetings.Board	16,000.00	10,000.00	
G102 Travel Expense.Board	10,000.00	10,000.00	
G103 Board Director Compensation	10,000.00	7,000.00	
Total G100 Board Administration	\$ 36,000.00	\$ 27,000.00	
G500 Office Administration			
G501 Rent	75,000.00	79,000.00	
G502 Equipment/Furniture/Maintenance	55,000.00	25,000.00	ROI @ 15K
G503 Postage/Supplies/Fees	16,000.00	16,000.00	
G504 Telephone/Internet Fees	16,000.00	16,000.00	
Total G500 Office Administration	\$ 162,000.00	\$ 136,000.00	
G800 Staff Administration			
G802 Employee Development.G&A	8,000.00	2,000.00	
G803 Mtg & Travel.G&A	50,000.00	12,000.00	
G804 Temp & Contract Support	30,000.00	42,000.00	Financial Review @12K
G805 Legal Fees	20,000.00	15,000.00	
Total G800 Staff Administration	\$ 108,000.00	\$ 71,000.00	
G900 Employee Compensation.G&A	410,000.00	403,000.00	
G999 Accrued PTO Balances	40,000.00	40,000.00	
Total 6G000 General & Admin	\$ 756,000.00	\$ 677,000.00	
Total Expenses	\$ 3,635,463.00	\$ 2,916,200.00	
Net Operating Income	-\$ 839,708.00	-\$ 126,445.00	
Net Income	-\$ 839,708.00	-\$ 126,445.00	