



MARCH 14, 2025

Oregon Wine Board Meeting Agenda FINAL

[Zoom link](#)

Time	Topic	Documents	Leader
9 – 9:05 a.m. (5 minutes)	Public Board Meeting <ul style="list-style-type: none">Open meeting & welcome guests		G. Jones
9:05 – 9:10 a.m. (5 minutes)	Board Meeting Minutes <ul style="list-style-type: none">December 5, 2024 meeting minutesJanuary 22 meeting minutes	December 5, 2024 Draft meeting minutes January 22 Draft meeting minutes	G. Jones
9:10 – 9:40 a.m. (30 minutes)	Finance Committee <ul style="list-style-type: none">FY2025-26 Proposed Budget	FY2025-26 Proposed Budget	S. Crawford
9:40 – 9:55 a.m. (15 minutes)	International Marketing Update		A. Ramirez
9:55 – 10:20 a.m. (25 minutes)	OWS Recap		J. Willey S. Crawford
10:20 – 10:30 a.m. (10 minutes)	Strategic Planning Update		G. Bianco
10:30 – 10:45 a.m. (15 minutes)	Public Comment		
(10:45 a.m.)	Adjourn		

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Gary Mortensen, Cristina Gonzales, Dionne Irvine, Austin Kraemer, Robert Moshier, Maria Ponzi, Adam Ramirez

Staff

Gina Bianco, Carissa Cook, Sally Crawford, Stacey Kohler, Katie von Bargen, Jessica Willey



DECEMBER 5, 2024

Board meeting minutes **DRAFT**

ATTENDEES

Board

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

Absent

Austin Kraemer

Staff

Gina Bianco, Carissa Cook, Sally Crawford, Stacey Kohler, Katie von Bargen, Jess Willey

Guests

Dan Jarman (Crosswater Strategies), Dave Losh (USDA-NASS), Jana McKamey (OWA)

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 9:03 am
- Chair G. Jones acknowledged and recognized Justin King's six years of Board service.

Review of meeting minutes

- The Board reviewed the meeting minutes from August 7, 2024.

MOTION: J. King moved that the August 7 meeting minutes be approved. G. Mortensen seconded. The motion carried 8-0 (A. Kraemer absent).

Matters for Decision

- Election of OWB's 2025 Executive Officers

MOTION: D. Irvine moved to approve Greg Jones (Chair), Tiquette Bramlett (Vice Chair), and Gary Mortensen (Treasurer). A. Ramirez seconded. The motion carried 8-0.

- Election of the 2025 Committee Chairs was discussed.

MOTION: M. Ponzi moved to approve Dionne Irvine remains the Co-Chair of IPC, Gary Mortensen and Maria Ponzi remain the Co-Chairs of the Marketing Committee, Adam Ramirez remains the Chair of the International Marketing and Export Committee, and Dr. Greg Jones remains the Chair of the Research Committee. G. Mortensen seconded. The motion carried 8-0.

ACTION: Chair G. Jones will reach out to Austin Kraemer to gauge his interest in being Chair of the Education Committee.



- The 2025 Oregon Wine Industry Award nominations were discussed, and the Directors were instructed to submit votes via a ballot. The award recipients will be announced to the industry during the 2025 Oregon Wine Symposium in February.

Finance Committee

- S. Crawford presented the FY 2024-25 Quarter 1 Financials (reference detailed version of P&L in board packet). Income is ahead of YTD and expenses are ~15% under budget.
 - Income is higher than projected due to strong 2023 harvest and grape assessment payout.
 - Current expenses are running below budget due to delay in permanent office space expenses and some reduced marketing costs.
- S. Crawford proposed minor budget adjustments to Leadership and Partnership line items to align with updated budgets for strategic planning and regional financial strategy plans.
 - Reallocate \$11K from G201 to G202 to Industry WCLP Grant Project
 - Reallocate \$40,000 from G602 Administration/Annual Report with \$6K to G603 Strategic Planning + \$34K to G202 Industry WCLP Grant Project
 - Reallocate \$4K from G605 to G603 Strategic Planning to drive DEI plan and program

MOTION: M Ponzi moved to approve of the FY 2024-25 budget adjustments as presented. J. King seconded. The motion carried 8-0.

- S. Crawford outlined the FY 2025-26 proposed Budget Timeline, including a detailed draft budget by the end of February and final approval in March in order to submit the required preliminary budget to the State by April 1.
- S. Crawford updated the board on OWB's new accounting firm, Luma Accounting, which became effective on November 1.
- A. Ramirez suggested considering an independent audit in the future to address revenue control issues.

ACTION: S. Crawford to share the financial review and procedures with G. Mortensen, A. Ramirez and G. Jones for further review.

- A. Ramirez noted a discrepancy in the condensed P&L included in the board packet vs the full detailed P&L. The full detailed P&L was correct. Q1 Financials will be reissued for clarity at the next board meeting.

MOTION: A. Ramirez moved to approve the FY 2024-25 Quarter 1 full detail Financials. M. Ponzi seconded. The motion carried 8-0.

Research Committee

- G. Jones acknowledged J. Willey on her return to the OWB as the Education and Research Director.
 - J. Willey brought to the attention of the Board that the RFP has been posted using the Unified Grant Management System and the deadline is January 31, 2025. After the Oregon Wine Symposium the grant review process will kick off and wrap up in the Spring.
 - J. Willey also talked about looking at opportunities during the symposium to make the OWB-funded research more visible and usable to the industry.
 - G. Jones reiterated that our membership with IVES (International Viticulture and Enology Society) will aid in promoting our research.
 - G. Jones and J. Willey talked about new efforts in aligning OWB's partnership with OSU/OWRI.

- G. Jones and J. Willey also informed the Board about the upcoming launch of the Vineyard and Winery Census on December 16, aiming for better alignment with the industry's fiscal year.
- G. Jones introduced Dave Losh from the USDA National Agricultural Statistical Service to discuss ongoing and future data collection efforts.
 - D. Losh explained the USDA's role in data collection and the importance of accurate and comprehensive data for agricultural commodities.
 - Surveys will be mailed out on February 1 and responses will be due by February 21, follow-ups until March 18.
 - The survey includes data on grape acres, harvest tons, and prices. The survey will also be conducted in Washington, New York and California.

ACTION: USDA to communicate with the OWB about the survey and provide any links or other information to be included in the industry newsletter.

Marketing Update

- **Marketing Committee**
 - C. Cook gave an update on 2025 Oregon Wine Month Campaign.
 - OWB will solicit participation forms from wineries, distributors, accounts and other wine-related businesses.
 - Toolkits will be developed for DtC and wholesale channels, and a landing page for consumer education.
 - Strategic planning sessions will be held with small groups for collaboration on key topics and strategies.
 - Refreshed sell sheets will be available by mid-December.
 - Kick-off meetings will be scheduled for January.
 - J. King spoke about upcoming meetings with the Midwest, Northeast and Southeast Costco buyers in efforts to support Oregon Wine Month.
 - There were discussions about holding some sort of physical event for smaller wineries during Oregon Wine Month.
 - C. Cook spoke on the newly launched toolkit called "Give Oregon Wine". It is a holiday campaign designed to promote Oregon wine as a gift option during the holiday season.
 - The toolkit includes tips and best practices, digital graphics, social media recommendations and amplification strategies, and gift registration form for businesses.
 - The Gift Guide has gift suggestions related to Oregon wine and links to registered businesses and their holiday gift offerings
 - C. Cook, M. Ponzi, G. Mortensen gave an update on next steps and timing of the 5–6-minute Oregon Wine marketing film production.
- **International Marketing and Export Committee**
 - A. Ramirez provided an update on the committee and the FY 2024-25 programming and budget calendar.
 - The committee is considering an 18–24-month view of the budget plan for better event planning.



- He updated the Board on the Oregon Wine Export Survey the committee is working on developing with BCI (Bryant Christie Inc.) to collect data from Oregon wineries.
 - All data collected will be handled through BCI to keep it confidential.
 - The Export Survey will cover the calendar year of 2024 and will launch at the same time as Oregon's annual Vineyard and Winery Census in mid-December. The census will provide a link to the Export survey as well.
 - Following the close of the survey, BCI will provide an aggregated snapshot report of the data for each market to OWB for their records and information.
- A. Ramirez also spoke about tending the OWB booth at the OWS to help those that are interested in learning how to export. This would also help as an aide in developing educational programs.
- S. Crawford gave an update on the production of the promotional video for international marketing.
 - Discussions were held emphasizing the importance of raising awareness of Oregon as a premium wine region and inviting smaller producers to participate in the international marketing program.

IPC Update

- D. Irvine gave a year-end update on the committee and thanked the members for their commitment and contribution.
- The committee has been working more proactively to address concerns and improve the lines of communication.
- The committee is working to ensure that regional voices are heard and addressed.
- Discussion was held on the importance of maintaining a feedback loop and the challenges of regional participation.

OWA Update

- D. Jarman with Crosswater Strategies, along with J. McKamey with OWA discussed the impact of the recent election on the Oregon legislative session.
- Discussions were held surrounding several areas:
 - Emphasizing the importance of maintaining relationships with legislatures.
 - Addressing the wine industry's concerns about new taxes and the EPR program.
 - Potential new labor policies and the need for better engagement with new legislators and stakeholders.
 - Highlighting the new leadership in the House and Senate, including the House Speaker and the new Senate President.
 - Reinstating the wine caucus and the increasing involvement of key legislators.
 - Outlining the upcoming wine reception to be held on February 19 and inviting the OWB to attend and potentially provide a state-of-the-industry presentation to the legislature.
 - Land use regulations and the need for a comprehensive stakeholder engagement process.

Education

- J. Willey provided an update on the Oregon Wine Symposium.
 - The Board provided feedback on the Symposium programming and asked for some changes to be made that would provide invaluable content for the industry.

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 12:42 p.m.



December 4, 2024

Executive Session

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

- Review of the proposed slate of 2025 Executive Officers
- Discuss Committee Chair Assignments for 2025
- 2025 Oregon Wine Industry Awards
- Board Operational Documents
- General Administrative Updates
- Strategic Planning Kick-Off



JANUARY 22, 2025

Board meeting minutes DRAFT

ATTENDEES

Board

Greg Jones, Tiquette Bramlett, Cristina Gonzales, Justin King, Dionne Irvine, Austin Kraemer, Adam Ramirez

Absent

Maria Ponzi

Staff

Gina Bianco, Sally Crawford, Stacey Kohler

MEETING OPENING

- Chair G. Jones called the Oregon Wine Board public meeting to order at 1:07 p.m.

Finance Committee

S. Crawford presented a request from WVWA to sponsor a state monopoly buyer to join the OWB international summer tour and OPC in June of 2025. The buyer would be from either the Pennsylvania Liquor Control Board (PLCB) or the New Hampshire Liquor Control Commission (NHLCC). The estimated cost for all expenses is approximately \$6,000. The funds would come out of G201 Misc Industry contributions.

MOTION: G. Jones moved to approve the sponsorship for \$6,000. T. Bramlett seconded. The motion carried 7-0.

Wine Cellar Audit

G. Bianco and S. Crawford updated the Board on the state auditor's report on the state wine cellar and wine inventory management plans.

Strategic Planning

G. Bianco gave a brief update on the listening session registrations during the upcoming Oregon Wine Symposium (OWS).

Education

S. Crawford provided an update on the current registration and sponsorship numbers for the Oregon Wine Symposium (OWS).

MEETING FINALIZATION

- Chair G. Jones adjourned the Oregon Wine Board public meeting at 1:35 p.m.



MARCH 14, 2025 BOARD PACKET

Finance Update

Prepared by: Sally Crawford

Industry Grant Request

FY24-25 Q1 Financials

The detailed Q1 FY24-25 Financials were properly stated in the Dec 5, 2024 Board Packet and are included again in this packet for clarity.

Balance Sheet

	Total	
	As of Sep 30, 2024	As of Jun 30, 2024 (PP)
ASSETS		
1000 Umpqua Bank Checking	1,156,149.75	952,052.85
1050 Umpqua Bank Money Market	632,579.74	549,071.70
Total Bank Accounts	\$ 1,788,729.49	\$ 1,501,124.55
Total Accounts Receivable	\$ 120,385.29	\$ 120,052.05
Total Current Assets	\$ 1,909,114.78	\$ 1,621,176.60
Total Other Assets	-\$ 4,696.85	\$ 13,896.22
TOTAL ASSETS	\$ 1,904,417.93	\$ 1,635,072.82
Liabilities		
Total Accounts Payable	\$ 62,629.14	\$ 82,403.97
Total Credit Cards	\$ 8,500.33	\$ 30,411.49
Total Other Current Liabilities	\$ 42,084.03	\$ 40,967.09
Total Current Liabilities	\$ 113,213.50	\$ 153,782.55
Total Liabilities	\$ 113,213.50	\$ 153,782.55
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,467,797.46	1,260,442.18
Net Income	309,914.16	207,355.28
Total Equity	\$ 1,791,204.43	\$ 1,481,290.27
TOTAL LIABILITIES AND EQUITY	\$ 1,904,417.93	\$ 1,635,072.82

Profit & Loss Statement

	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
Income					
4100 Grape Assessment (\$25/ton)	955,342.56	640,150.00	315,192.56	149.24%	2,106,000.00
4200 Wine Tax (2c/gal)	93,333.82	93,200.00	133.82	100.14%	309,700.00
Total 4500 Other Income	\$ 15.79	\$ 13.74	\$ 2.05	114.92%	\$ 55.00
4600 Grant Revenue			0.00		0.00
Sales	0.00		0.00		0.00
Total Income	\$ 1,048,692.17	\$ 733,363.74	\$ 315,328.43	143.00%	\$ 2,795,755.00
Gross Profit	\$ 1,048,692.17	\$ 733,363.74	\$ 315,328.43	143.00%	\$ 2,795,755.00
Expenses					
1R000 Research.			0.00		0.00
R104 Grant Management/Administration	10,291.49	10,500.00	-208.51	98.01%	16,000.00
Total R100 Vit & Enological Research	\$ 203,666.99	\$ 203,875.50	-\$ 208.51	99.90%	\$ 402,751.00
R804 NWCSFR Contribution		0.00	0.00		9,000.00
Total R800 Research. Administration	\$ 0.00	\$ 0.00	\$ 0.00		\$ 9,000.00
R900 Research.Employee Compensation	10,800.14	17,499.99	-6,699.85	61.72%	70,000.00
E101 Audio/Visual		0.00	0.00		56,500.00
E102 Soiree		0.00	0.00		0.00
E103 Facility	8,550.00	8,550.00	0.00	100.00%	75,000.00
E104 Food and Beverage		0.00	0.00		40,000.00
E105 Materials, Fees, Misc		0.00	0.00		40,000.00
E108 Spanish Translation		0.00	0.00		10,000.00
E109 Speakers		0.00	0.00		44,500.00
E112 Marketing		0.00	0.00		6,000.00
E113 Event Management Contractor	18,637.50	18,637.50	0.00	100.00%	58,000.00
Total E100 Symposium	\$ 27,187.50	\$ 27,187.50	\$ 0.00	100.00%	\$ 330,000.00
E200 Education Projects			0.00		0.00
E900 Education.Employee Compensation	25,468.79	37,500.00	-12,031.21	67.92%	150,000.00
Total 2E000 Industry Education.	\$ 75,937.86	\$ 92,687.48	-\$ 16,749.62	81.93%	\$ 592,000.00
3M000 Marketing.			0.00		0.00
1B000 Brand Equity & Brand Identity			0.00		0.00
B101 Consumer Website Concept/Design/Maintenance		750.00	-750.00	0.00%	3,000.00
B106 Social Media Contractor		6,000.00	-6,000.00	0.00%	24,000.00
B107 Digital Advertising	1,820.13	3,999.99	-2,179.86	45.50%	16,000.00
M101.03 OWM - POS Printing & Distribution		0.00	0.00		32,500.00
M101.04 OWM - Media Plan & Mngmt		0.00	0.00		50,000.00
M101.05 OWM - Digital Promotion		0.00	0.00		20,000.00
M101.06 OWM - Merchandising Support		0.00	0.00		20,000.00
Total M101 Oregon Wine Month	\$ 739.90	\$ 0.00	\$ 739.90		\$ 160,000.00
M102 Wines Fly Free	1,380.00	1,500.00	-120.00	92.00%	5,000.00
M108 Bounty & Vine	2,500.00	15,000.00	-12,500.00	16.67%	35,000.00
M205 Wine Guide	1,086.83	1,000.00	86.83	108.68%	50,000.00
T102 Content Development (includ. photog, Travel OR)		0.00	0.00		75,000.00
Total 2T000 Tourism	\$ 5,706.73	\$ 17,500.00	-\$ 11,793.27	32.61%	\$ 325,000.00
3X000 Market Expansion			0.00		0.00
Total I000 International Marketing	\$ 96,329.64	\$ 85,199.98	\$ 11,129.66	113.06%	\$ 155,000.00
X101 Resource Studio + Website Platform Upgrade		0.00	0.00		0.00
X103 Trade Education Tools & Events			0.00		0.00
M105 Trade Events - Teksom	12,049.88	16,000.00	-3,950.12	75.31%	20,000.00
M106 Marketing Events SCBG		0.00	0.00		10,000.00
M201 Resource Studio	6.88	0.00	6.88		7,500.00
Total X103 Trade Education Tools & Events	\$ 12,056.76	\$ 16,000.00	-\$ 3,943.24	75.35%	\$ 37,500.00
Total 3X000 Market Expansion	\$ 108,386.40	\$ 101,199.98	\$ 7,186.42	107.10%	\$ 192,500.00
4C000 Communications			0.00		0.00
C100 Media Relations		0.00	0.00		0.00
C100.03 MR - Association Opportunities		3,750.00	-3,750.00	0.00%	15,000.00
C100.04 MR - Critical Reviewer Coordination	620.14	0.00	620.14		20,000.00
C100.05 MR - Wine Sample Shipments		750.00	-750.00	0.00%	3,000.00
C100.07 MR - Other Programming/Consultants		0.00	0.00		0.00
Total C100 Media Relations	\$ 620.14	\$ 8,750.01	-\$ 8,129.87	7.09%	\$ 75,000.00
C200 Media Analytics	10,200.00	10,200.00	0.00	100.00%	10,200.00
C800 Comm.Administration			0.00		0.00
C801 Subs & Pubs	773.99	999.99	-226.00	77.40%	4,000.00
C802 Comm.Collateral & Materials	-180.00	500.01	-680.01	-36.00%	2,000.00
C804 Comm.Mtg & Travel	1,717.59	2,000.01	-282.42	85.88%	8,000.00
Total C800 Comm.Administration	\$ 2,311.58	\$ 3,500.01	-\$ 1,188.43	66.04%	\$ 14,000.00
C900 Comm.Employee Compensation	35,925.84	38,750.01	-2,824.17	92.71%	155,000.00
Total 4C000 Communications	\$ 49,057.56	\$ 61,200.03	-\$ 12,142.47	80.16%	\$ 254,200.00
M800 Marketing.Administration			0.00		0.00
M801 Marketing.Committee Meetings	250.00	750.00	-500.00	33.33%	3,000.00

Q1 FY24-25 P&L



	Q1 FY24-25 Actuals	Q1 FY24-25 Budget	over Budget	% of Budget	FY24-25 Budget v2024.08
M802 Marketing.Collateral & Mtls	1,950.08	2,499.99	-549.91	78.00%	10,000.00
M804 Marketing.Mtg & Travel	5,204.13	3,000.00	2,204.13	173.47%	12,000.00
Total M800 Marketing.Administration	\$ 7,404.21	\$ 6,249.99	\$ 1,154.22	118.47%	\$ 25,000.00
M900 Marketing.Employee Compensation	51,473.09	111,249.99	-59,776.90	46.27%	445,000.00
Total 3M000 Marketing.	\$ 223,848.12	\$ 308,149.98	-\$ 84,301.86	72.64%	\$ 1,284,700.00
4K000 Knowledge & Insights.			0.00		0.00
M300 Marketing Research			0.00		0.00
M301 Marketing Research	75.00	0.00	75.00		50,000.00
R200 Industry Research			0.00		0.00
R201 Ag Census		0.00	0.00		130,000.00
R203 Misc. Studies		0.00	0.00		0.00
R204 Salary Survey		0.00	0.00		5,000.00
Total R200 Industry Research	\$ 0.00	\$ 0.00	\$ 0.00		\$ 135,000.00
zK900 Knowledge & Insights Compensation	9,486.51	13,749.99	-4,263.48	68.99%	55,000.00
L103 Program Contributions			0.00		0.00
G600 Industry Relations			0.00		0.00
G601 Subscriptions	8,623.62	7,500.00	1,123.62	114.98%	70,000.00
G602 Administration/Annual Report		1,250.01	-1,250.01	0.00%	5,000.00
G603 Strategic Planning		0.00	0.00		50,000.00
G604 Industry Website Platform Upgrade		0.00	0.00		10,000.00
G605 DEI Leadership-Infrastructure		0.00	0.00		4,000.00
G606 Profit Calculator		0.00	0.00		3,000.00
Total G600 Industry Relations	\$ 8,623.62	\$ 8,750.01	-\$ 126.39	98.56%	\$ 142,000.00
Total L103 Program Contributions	\$ 8,623.62	\$ 8,750.01	-\$ 126.39	98.56%	\$ 142,000.00
L800 Leadership & Partnership Administration			0.00		0.00
L804 Partnership.Mtg & Travel		0.00	0.00		5,500.00
Total L800 Leadership & Partnership Administration	\$ 0.00	\$ 0.00	\$ 0.00		\$ 5,500.00
L900 Leadership & Partnership.Employee Compensation	13,676.30	16,250.01	-2,573.71	84.16%	65,000.00
Total 5L000 Leadership & Partnership	\$ 22,299.92	\$ 31,250.01	-\$ 8,950.09	71.36%	\$ 237,500.00
6G000 General & Admin			0.00		0.00
G100 Board Administration			0.00		0.00
G101 Meetings.Board	3,404.55	3,000.00	404.55	113.49%	16,000.00
Total G100 Board Administration	\$ 9,683.00	\$ 8,000.00	\$ 1,683.00	121.04%	\$ 36,000.00
G500 Office Administration			0.00		0.00
G502 Equipment/Furniture/Maintenance	13,904.65	7,500.00	6,404.65	185.40%	55,000.00
G503 Postage/Supplies/Fees	6,614.47	3,999.99	2,614.48	165.36%	16,000.00
G504 Telephone/Internet Fees	624.48	3,999.99	-3,375.51	15.61%	16,000.00
Total G500 Office Administration	\$ 27,109.85	\$ 34,249.98	-\$ 7,140.13	79.15%	\$ 162,000.00
G800 Staff Administration			0.00		0.00
G802 Employee Development.G&A		2,000.01	-2,000.01	0.00%	8,000.00
G803 Mtg & Travel.G&A	3,342.31	12,500.01	-9,157.70	26.74%	50,000.00
G805 Legal Fees	4,372.50	5,000.01	-627.51	87.45%	20,000.00
Total G800 Staff Administration	\$ 13,219.73	\$ 27,000.03	-\$ 13,780.30	48.96%	\$ 108,000.00
G900 Employee Compensation.G&A	114,139.29	102,500.01	11,639.28	111.36%	410,000.00
G901 Employee Retirement Allocation		0.00	0.00		0.00
G999 Accrued PTO Balances		9,999.99	-9,999.99	0.00%	40,000.00
Total 6G000 General & Admin	\$ 164,151.87	\$ 181,750.01	-\$ 17,598.14	90.32%	\$ 756,000.00
8000 General & Administrative			0.00		0.00
8200 Employee Compensation			0.00		0.00
8210 Salaries and Wages	0.00		0.00		0.00
8230 Payroll tax	0.00		0.00		0.00
Total 8200 Employee Compensation	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
8600 Misc. Administration			0.00		0.00
8680 Miscellaneous			0.00		0.00
Total 8600 Misc. Administration	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
Total 8000 General & Administrative	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
Purchases	0.00		0.00		0.00
Total Expenses	\$ 738,778.01	\$ 877,474.96	-\$ 138,696.95	84.19%	\$ 3,635,463.00
Net Operating Income	\$ 309,914.16	-\$ 144,111.22	\$ 454,025.38	-215.05%	-\$ 839,708.00
Net Income	\$ 309,914.16	-\$ 144,111.22	\$ 454,025.38	-215.05%	-\$ 839,708.00
Beginning Balance					\$ 1,481,290.27
Ending Balance					\$ 641,582.27
Reserve Goal (30% of 3 yr Avg Grape Assessment)					\$ 632,563.95
Surplus/Deficit after Reserve Goal					\$ 9,018.32
Total Compensation	\$ 260,969.96	\$ 337,500.00	-\$ 76,530.04	77.32%	\$ 1,350,000.00



FY24-25 Q2 Financials

Q2 FY24-25 Financials are presented below.

Revenue through Q2 is ~30% ahead of budget due to grape assessment. We are estimating grape assessment will finish the year ~\$200K ahead of budgeted revenue.

Expenses are below forecast for the year with main factors being compensation (6 FTE vs 8 in plan) and delay in rent as the office lease did not commence until March 2025.

Balance Sheet

	Total	
	As of Dec 31, 2024	As of Sep 30, 2024 (PP)
ASSETS		
1000 Umpqua Bank Checking	985,293.14	1,156,149.75
1050 Umpqua Bank Money Market	632,595.68	632,579.74
Total Bank Accounts	\$ 1,617,888.82	\$ 1,788,729.49
Total Accounts Receivable	\$ 125,061.70	\$ 120,385.29
Total Current Assets	\$ 1,742,950.52	\$ 1,909,114.78
Total Other Assets	\$ 19,669.13	-\$ 4,696.85
TOTAL ASSETS	\$ 1,762,619.65	\$ 1,904,417.93
LIABILITIES AND EQUITY		
Liabilities		
Total Accounts Payable	\$ 71,519.23	\$ 62,629.14
Total Credit Cards	\$ 11,740.67	\$ 8,500.33
Total Other Current Liabilities	\$ 42,512.80	\$ 42,084.03
Total Current Liabilities	\$ 125,772.70	\$ 113,213.50
Total Liabilities	\$ 125,772.70	\$ 113,213.50
Equity		
3000 Opening Bal Equity	13,492.81	13,492.81
3900 Retained Earnings	1,490,390.90	1,467,797.46
Net Income	132,963.24	309,914.16
Total Equity	\$ 1,636,846.95	\$ 1,791,204.43
TOTAL LIABILITIES AND EQUITY	\$ 1,762,619.65	\$ 1,904,417.93

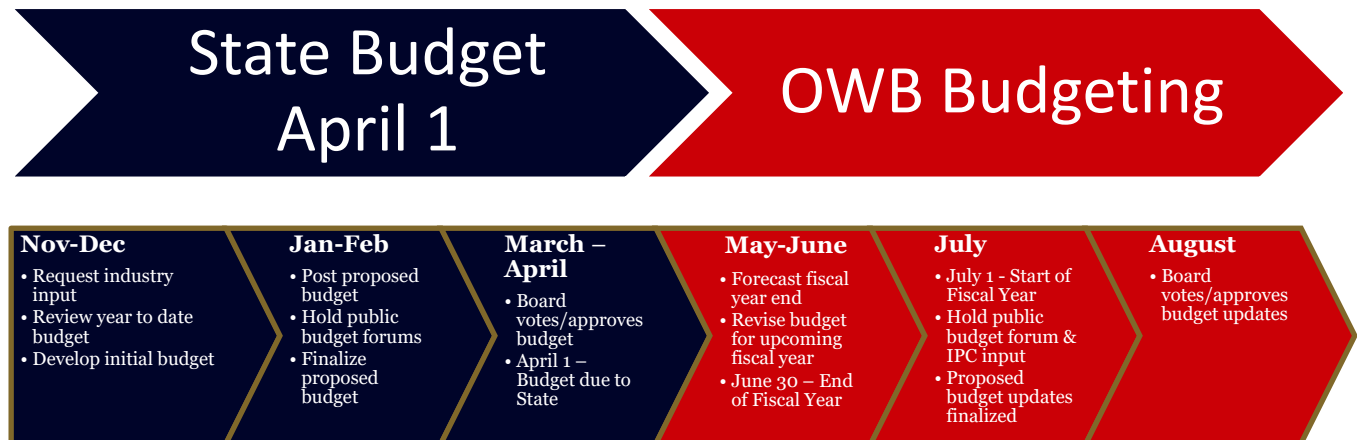
Income

				YTD Budget	%	
	Q1 FY24-25	Q2 FY24-25	YTD Actuals	Earned		FY24-25 Budget
	Actuals	Actuals	(Q1+Q2)	v2024.12	Earned	v2024.12
				(Q1+Q2)	Budget	
Income						
4100 Grape Assessment (\$25/ton)	955,342.56	173,159.17	1,128,501.73	869,400.00	130%	2,106,000.00
4200 Wine Tax (2c/gal)	93,333.82	72,761.41	166,095.23	167,200.00	99%	309,700.00
4310 Symposium Revenue		52,160.00	52,160.00	39,200.00	133%	330,000.00
4500 Other Income			0.00	0.00		0.00
4510 Interest Revenue	15.79	15.94	31.73	27.48	115%	55.00
Total 4500 Other Income	15.79	15.94	31.73	27.48	115%	55.00
4600 Grant Revenue			0.00	0.00		0.00
4632 Wine Country License Plate		50,000.00	50,000.00	0.00		50,000.00
Total 4600 Grant Revenue	0.00	50,000.00	50,000.00	0.00		50,000.00
Total Income	1,048,692.17	348,096.52	1,396,788.69	1,075,827.48	130%	2,795,755.00
Expenses						
1R000 Research.						
R100 Vit & Enological Research						
R101 Grants.	193,375.50		193,375.50	193,375.50	100%	386,751.00
R104 Grant Management/Administration	10,291.49		10,291.49	10,500.00	98%	16,000.00
Total R100 Vit & Enological Research	203,666.99	0.00	203,666.99	203,875.50	100%	402,751.00
R800 Research. Administration						
R803 Research.Mtg &Travel		14.00	14.00	0.00		0.00
R804 NWC/SFR Contribution		3,300.00	3,300.00	0.00		9,000.00
Total R800 Research. Administration	0.00	3,314.00	3,314.00	0.00		9,000.00
R900 Research.Employee Compensation	10,800.14	25,378.91	36,179.05	34,999.98	103%	70,000.00
Total 1R000 Research.	214,467.13	28,692.91	243,160.04	238,875.48	102%	481,751.00
2E000 Industry Education.						
E100 Symposium			0.00	0.00		0.00
E101 Audio/Visual			0.00	0.00		56,500.00
E102 Soiree			0.00	0.00		0.00
E103 Facility	8,550.00	285.00	8,835.00	8,550.00	103%	75,000.00
E104 Food and Beverage		28,845.00	28,845.00	0.00		40,000.00
E105 Materials, Fees, Misc		4,110.42	4,110.42	0.00		40,000.00
E108 Spanish Translation			0.00	0.00		10,000.00
E109 Speakers			0.00	0.00		44,500.00
E112 Marketing			0.00	0.00		6,000.00
E113 Event Management Contractor	18,637.50	18,637.50	37,275.00	37,275.00	100%	58,000.00
Total E100 Symposium	27,187.50	51,877.92	79,065.42	45,825.00	173%	330,000.00
E200 Education Projects						
E201 Misc Workshops			0.00	4,999.98	0%	10,000.00
E202 DTC/ Workshop			0.00	4,999.98	0%	10,000.00
E205 Community Benchmark			0.00	0.00		0.00
Total E200 Education Projects	0.00	0.00	0.00	9,999.96	0%	20,000.00
E700 Education.Consulting Services	21,000.00	31,500.00	52,500.00	50,000.00	105%	80,000.00
E800 Education.Administration						
E803 Education.Employee Development	174.10		174.10	0.00		0.00
E804 Education.Mtg &Travel Expense	2,107.47	105.46	2,212.93	6,000.00	37%	12,000.00
Total E800 Education.Administration	2,281.57	105.46	2,387.03	6,000.00	40%	12,000.00
E900 Education.Employee Compensation	25,468.79	23,732.52	49,201.31	75,000.00	66%	150,000.00
Total 2E000 Industry Education.	75,937.86	107,215.90	183,153.76	186,824.96	98%	592,000.00
3M000 Marketing.						
1B000 Brand Equity & Brand Identity			0.00	0.00		0.00
B100 Agency Fees (brand identity creative)			0.00	0.00		0.00
B101 Consumer Website Concept/Design/Maintenance			0.00	1,500.00	0%	3,000.00
B106 Social Media Contractor			0.00	12,000.00	0%	24,000.00
B107 Digital Advertising	1,820.13	2,119.52	3,939.65	7,999.98	49%	16,000.00
Total 1B000 Brand Equity & Brand Identity	1,820.13	2,119.52	3,939.65	21,499.98	18%	43,000.00
2T000 Tourism						
M101 Oregon Wine Month			0.00	0.00		0.00

	Q1 FY24-25 Actuals	Q2 FY24-25 Actuals	YTD Actuals (Q1+Q2)	YTD Budget Earned v2024.12 (Q1+Q2)	% Earned Budget	FY24-25 Budget v2024.12
C100 Media Relations			0.00	0.00		0.00
C100.01 MR - Cross Border Tour			0.00	2,500.02	0%	5,000.00
C100.02 MR - Shoulder Season Media Tours			0.00	0.00		20,000.00
C100.03 MR - Association Opportunities			0.00	7,500.00	0%	15,000.00
C100.04 MR - Critical Reviewer Coordination	620.14		620.14	0.00		20,000.00
C100.05 MR - Wine Sample Shipments			0.00	1,500.00	0%	3,000.00
C100.06 MR - Media Hosting & Briefings			0.00	6,000.00	0%	12,000.00
C100.07 MR - Other Programming/Consultants			0.00	0.00		0.00
Total C100 Media Relations	620.14	0.00	620.14	17,500.02	4%	75,000.00
C200 Media Analytics	10,200.00		10,200.00	10,200.00	100%	10,200.00
C800 Comm.Administration						
C801 Subs & Pubs	773.99	957.00	1,730.99	1,999.98	87%	4,000.00
C802 Comm.Collateral & Materials	(180.00)		(180.00)	1,000.02	-18%	2,000.00
C804 Comm.Mtg & Travel	1,717.59	412.91	2,130.50	4,000.02	53%	8,000.00
Total C800 Comm.Administration	2,311.58	1,369.91	3,681.49	7,000.02	53%	14,000.00
C900 Comm.Employee Compensation	35,925.84	38,641.72	74,567.56	77,500.02	96%	155,000.00
Total 4C000 Communications	49,057.56	40,011.63	89,069.19	112,200.06	79%	254,200.00
M800 Marketing.Administration						
M801 Marketing.Committee Meetings	250.00		250.00	1,500.00	17%	3,000.00
M802 Marketing.Collateral & Mtls	1,950.08		1,950.08	4,999.98	39%	10,000.00
M804 Marketing.Mtg & Travel	5,204.13	542.68	5,746.81	6,000.00	96%	12,000.00
Total M800 Marketing.Administration	7,404.21	542.68	7,946.89	12,499.98	64%	25,000.00
M900 Marketing.Employee Compensation	51,473.09	52,780.45	104,253.54	222,499.98	47%	445,000.00
Total 3M000 Marketing.	223,848.12	155,714.66	379,562.78	597,399.96	64%	1,284,700.00
4K000 Knowledge & Insights.						
M300 Marketing Research			0.00	0.00		0.00
M301 Marketing Research	75.00	75.00	150.00	0.00		50,000.00
M302 Nielsen Data			0.00	7,500.00	0%	15,000.00
M304 Wine Market Council	5,000.00		5,000.00	5,000.00	100%	5,000.00
M305 Community Benchmark	23,511.60		23,511.60	23,512.00	100%	23,512.00
Total M300 Marketing Research	28,586.60	75.00	28,661.60	36,012.00	80%	93,512.00
R200 Industry Research						
R201 Ag Census		40,500.00	40,500.00	85,000.00	48%	130,000.00
R203 Misc. Studies			0.00	0.00		0.00
R204 Salary Survey		1,000.00	1,000.00	1,800.00	56%	5,000.00
Total R200 Industry Research	0.00	41,500.00	41,500.00	86,800.00	48%	135,000.00
zK900 Knowledge & Insights Compensation	9,486.51	23,464.02	32,950.53	27,499.98	120%	55,000.00
Total 4K000 Knowledge & Insights.	38,073.11	65,039.02	103,112.13	150,311.98	69%	283,512.00
5L000 Leadership & Partnership						
G200 Industry Contributions			0.00	0.00		0.00
G201 Misc Industry Contributions		0.00	0.00	0.00		14,000.00
G202 Industry WCLP Grant			0.00	0.00		45,000.00
Total G200 Industry Contributions	0.00	0.00	0.00	0.00		59,000.00
L103 Program Contributions						
G600 Industry Relations						
G601 Subscriptions	8,623.62	7,791.53	16,415.15	15,000.00	109%	30,000.00
G602 Administration/Annual Report		1,050.00	1,050.00	2,500.02	42%	5,000.00
G603 Strategic Planning			0.00	0.00		60,000.00
G604 Industry Website Platform Upgrade			0.00	0.00		10,000.00
G605 DEI Leadership-Infrastructure			0.00	0.00		0.00
G606 Profit Calculator			0.00	0.00		3,000.00
Total G600 Industry Relations	8,623.62	8,841.53	17,465.15	17,500.02	100%	108,000.00
Total L103 Program Contributions	8,623.62	8,841.53	17,465.15	17,500.02	100%	108,000.00
L800 Leadership & Partnership Administration			0.00	0.00		0.00
L804 Partnership.Mtg & Travel			0.00	0.00		5,500.00
Total L800 Leadership & Partnership Administration	0.00	0.00	0.00	0.00		5,500.00
L900 Leadership & Partnership.Employee Compensation	13,676.30	15,637.56	29,313.86	32,500.02	90%	65,000.00
Total 5L000 Leadership & Partnership	22,299.92	24,479.09	46,779.01	50,000.04	94%	237,500.00
6G000 General & Admin						
G100 Board Administration						
G101 Meetings.Board	3,404.55	1,045.00	4,449.55	9,000.00	49%	16,000.00
G102 Travel Expense.Board	4,950.45	6,012.14	10,962.59	5,000.00	219%	10,000.00
G103 Board Director Compensation	1,328.00	356.00	1,684.00	5,000.00	34%	10,000.00
Total G100 Board Administration	9,683.00	7,413.14	17,096.14	19,000.00	90%	36,000.00
G500 Office Administration						
G501 Rent	5,966.25	6,899.70	12,865.95	37,500.00	34%	75,000.00
G502 Equipment/Furniture/Maintenance	13,904.65	9,713.85	23,618.50	15,000.00	157%	55,000.00
G503 Postage/Supplies/Fees	6,614.47	2,196.82	8,811.29	7,999.98	110%	16,000.00
G504 Telephone/Internet Fees	624.48	2,255.50	2,879.98	7,999.98	36%	16,000.00
Total G500 Office Administration	27,109.85	21,065.87	48,175.72	68,499.96	70%	162,000.00
G800 Staff Administration						
G802 Employee Development.G&A			0.00	4,000.02	0%	8,000.00
G803 Mtg & Travel.G&A	3,342.31	4,094.36	7,436.67	25,000.02	30%	50,000.00
G804 Temp & Contract Support	5,504.92	7,919.03	13,423.95	15,000.00	89%	30,000.00
G805 Legal Fees	4,372.50	3,190.00	7,562.50	10,000.02	76%	20,000.00
Total G800 Staff Administration	13,219.73	15,203.39	28,423.12	54,000.06	53%	108,000.00
G900 Employee Compensation.G&A	114,139.29	100,223.46	214,362.75	205,000.02	105%	410,000.00
G901 Employee Retirement Allocation			0.00	0.00		0.00
G999 Accrued PTO Balances			0.00	19,999.98	0%	40,000.00
Total 6G000 General & Admin	164,151.87	143,905.86	308,057.73	366,500.02	84%	756,000.00
Total Expenses	738,778.01	525,047.44	1,263,825.45	1,589,912.44	79%	3,635,463.00
Net Income	309,914.16	(176,950.92)	132,963.24	(514,084.96)	-26%	(839,708.00)

FY25-26 Proposed Budget v2025.02.18

OWB is required to have a public budget process and submit a budget to the State by April 1 for the upcoming fiscal year. OWB has two budget processes: one for the state and one for OWB.



2/17: Public Posting Draft Budget
 2/20: IPC Budget Discussion
 2/25: Public Presentation & Input
 3/14: BOD Budget Review & Board Approval
 4/1: FY25-26 Budget submitted to State

May – June: Budget Revisions ***
 7/10: IPC Budget Discussion
 7/14: Public Posting of Revised Budget
 7/22: Public Presentation & Input
 Aug: BOD Budget Review & Board Approval

** Budget Revisions informed by Strategic Plan, Staff and Committees, actual year end financials and forecast revenue for FY25-26

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 will provide \$1-1.5M 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.
- Compensation allocations updated to align with organizational restructure
 - Headcount at 6 FTE

NOTABLE CHANGES IN BUDGET ALLOCATIONS

- 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
- FULLY LOADED COMPENSATION
 - Lower as it reflects only 6 FTE



Notable Changes in Budget Allocations per above discussion

	Budget FY24-25 v2024.12	Budget FY25-26 v2025.02.18
2E000 Industry Education.		
E700 Education.Consulting Services	\$80,000	\$10,000
3M000 Marketing & 4C000 Communications		
B106 Social Media Contractor	\$24,000	\$50,000
M108 Bounty & Vine	\$35,000	\$10,000
M205 Wine Guide	\$50,000	\$5,000
T102 Content Development (includ. photog, Travel OR)	\$75,000	\$5,000
Total C100 Media Relations	\$75,000	\$50,000
4K000 Knowledge & Insights.		
M305 Community Benchmark	\$23,512	\$13,000
R201 Ag Census	\$130,000	\$85,000
5L000 Leadership & Partnership		
G603 Strategic Planning	\$60,000	\$0
6G000 General & Admin		
G502 Equipment/Furniture/Maintenance	\$55,000	\$25,000
G804 Temp & Contract Support	\$30,000	\$42,000
TOTALS	\$637,512	\$295,000
Fully Loaded Compensation	\$1,350,000	\$1,110,000



FY25-26 Proposed Budget v2025.02.18 vs Budget FY24-25 v2024.12 Summary

	Budget FY24-25 v2024.12	Budget FY25-26 v2025.02.18
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
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



FY25-26 Proposed Budget v2025.02.18 vs Budget FY24-25 v2024.12 Detailed

	Budget FY24-25 v2024.12	Budget FY25-26 v2025.02.18
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
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
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
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		

	Budget FY24-25 v2024.12	Budget FY25-26 v2025.02.18
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
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 - Texsom	20,000.00	16,000.00
M106 Marketing Events SCBG	10,000.00	
M201 Resource Studio	7,500.00	7,500.00
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

	Budget FY24-25 v2024.12	Budget FY25-26 v2025.02.18
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
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
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
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
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		



	Budget FY24-25 v2024.12	Budget FY25-26 v2025.02.18
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
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
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 Income	(839,708.00)	(126,445.00)

Total Compensation (fully loaded)	1,350,000.00	1,110,000.00
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2025 Oregon Wine Symposium Feedback.

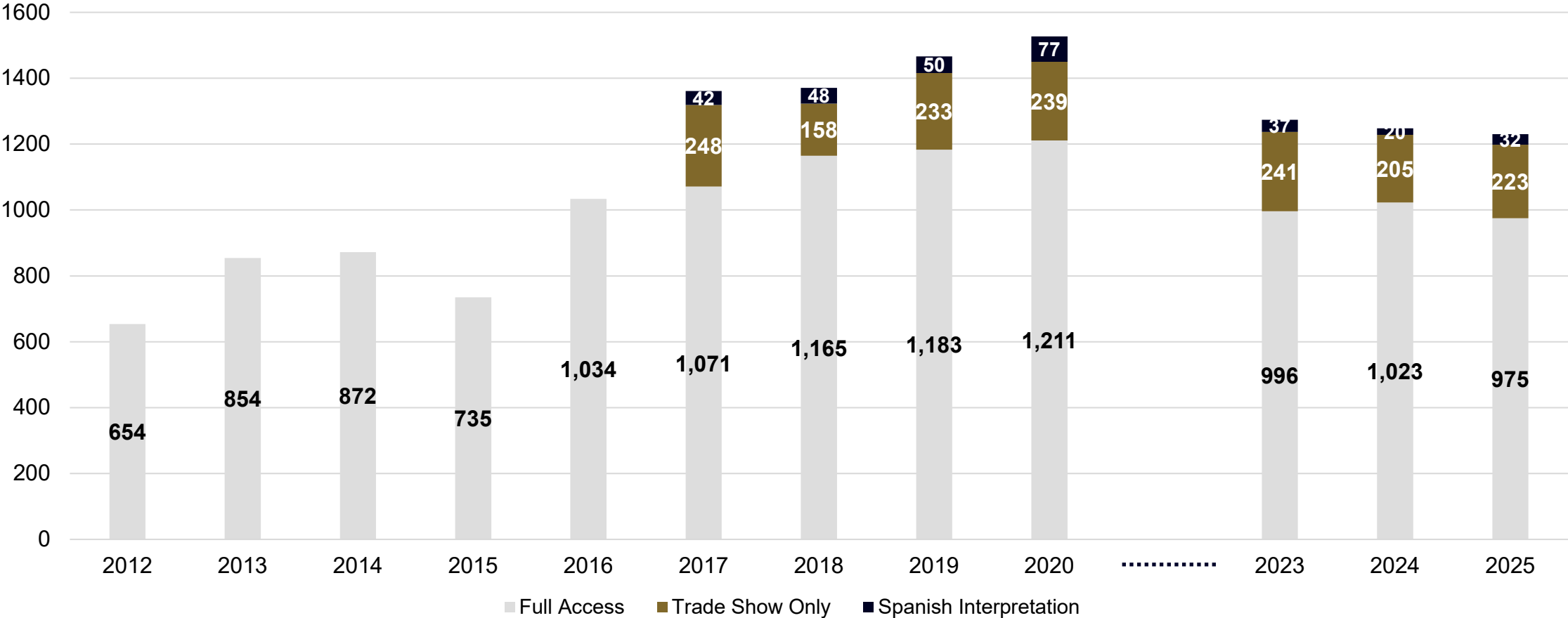
MARCH 2025 BOARD MEETING

Registrations & Respondents

**331 survey respondents =
27% response rate**

or.

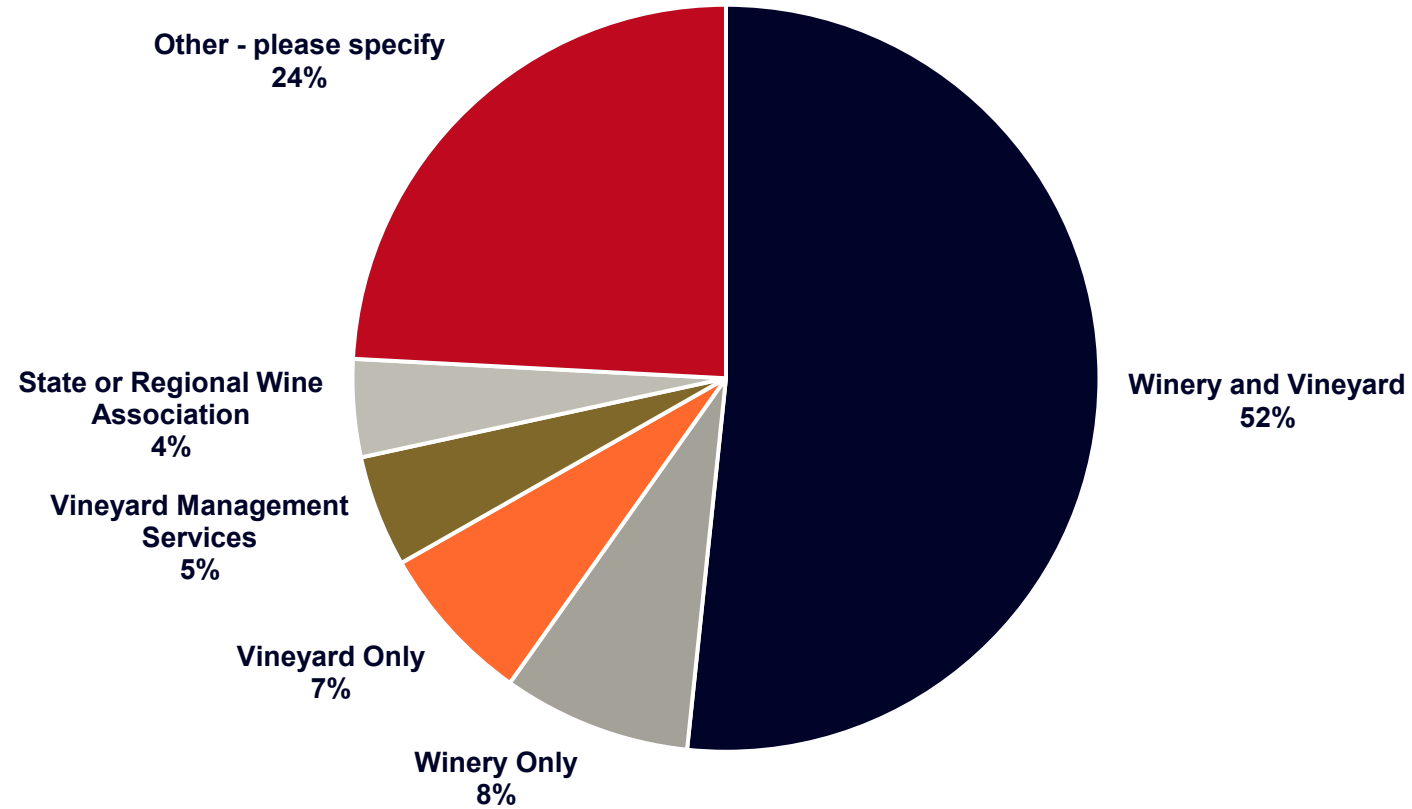
Registrations



or.

Respondent Overview – Company Type

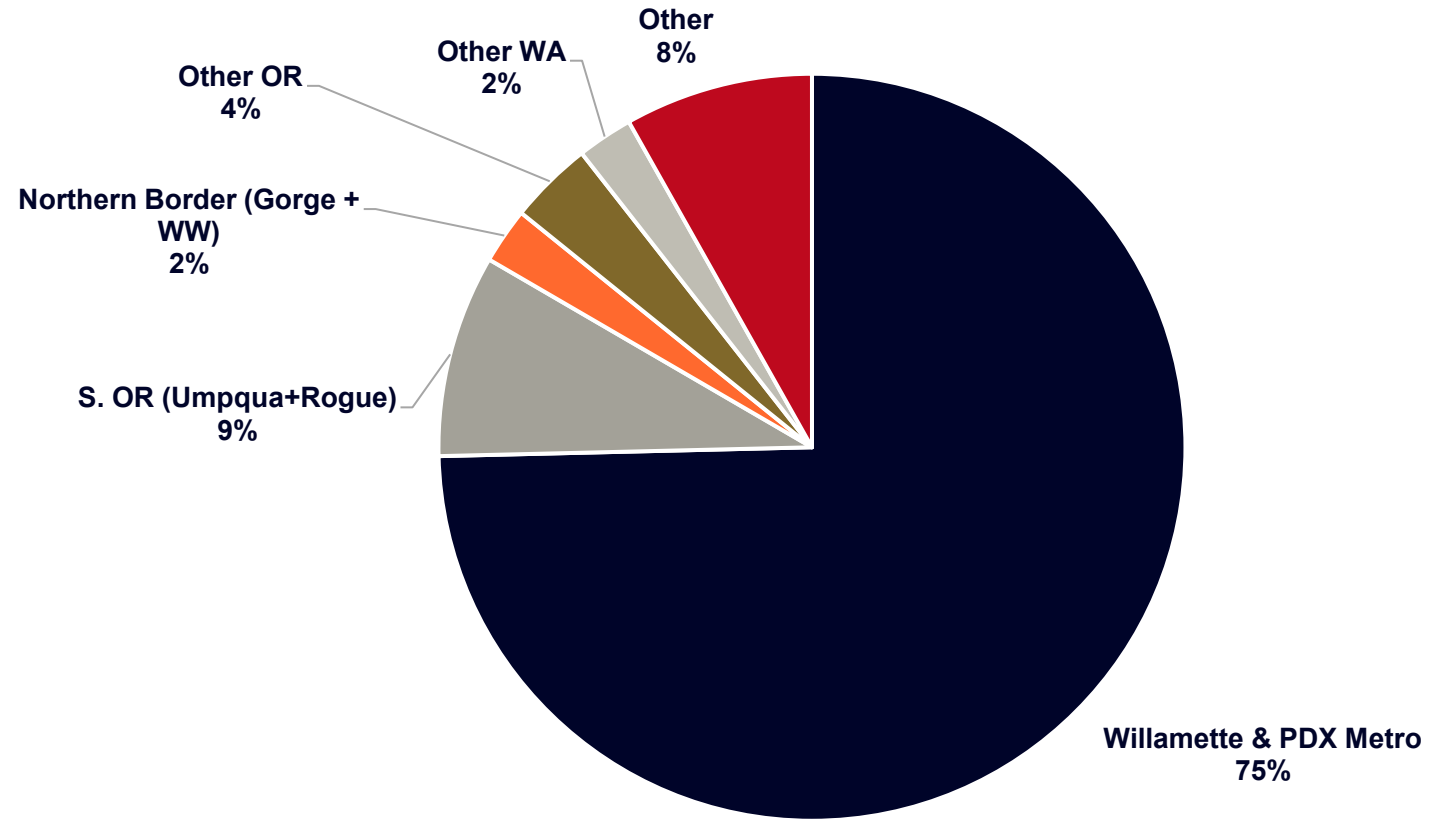
Which best describes your company?



or.

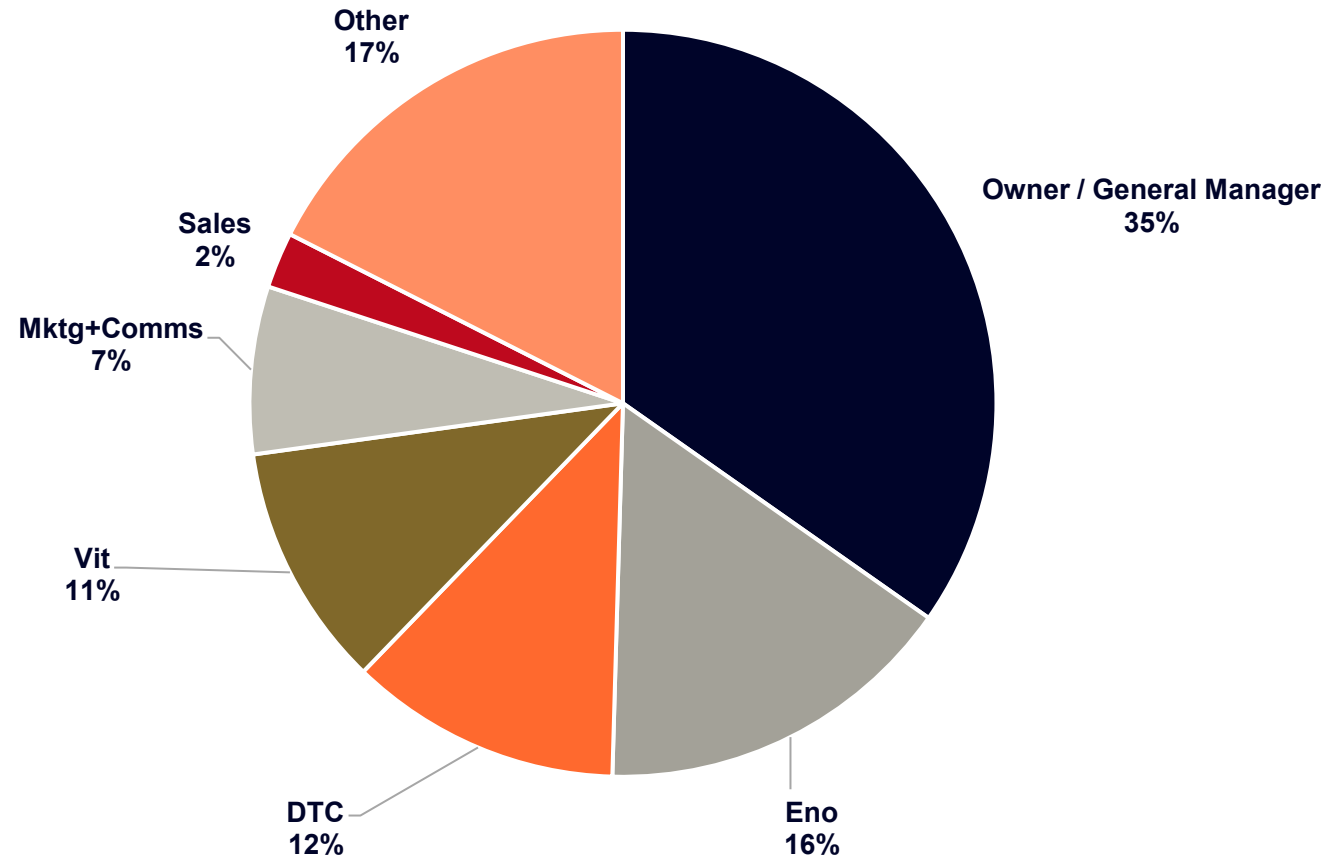
Respondent Overview – Geography

In which region is your business located?



Respondent Overview – Role

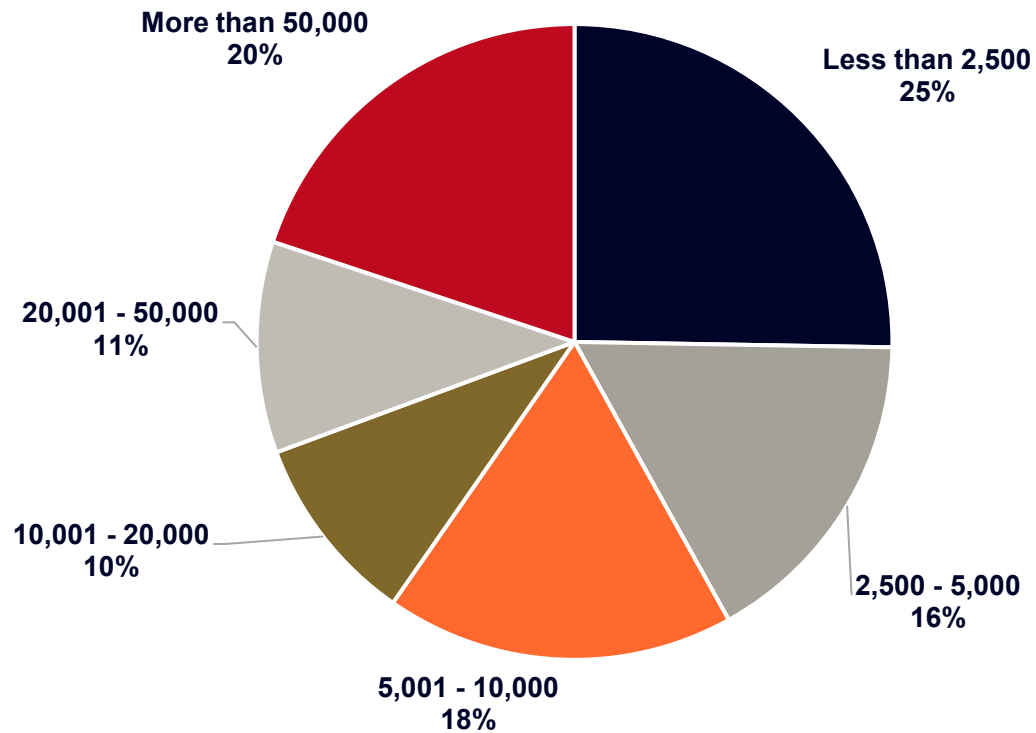
What is your primary role at your business?



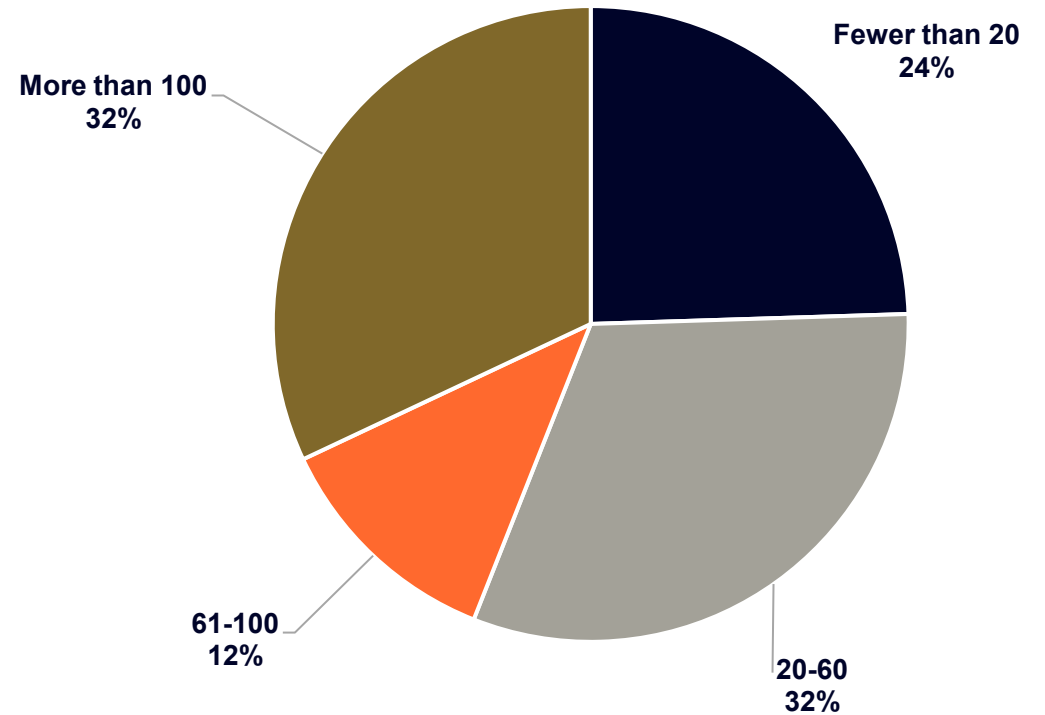
or.

Respondent Overview – Business Size

How many cases does your winery produce? (186)



How many acres of vines do you farm as a company? (200)



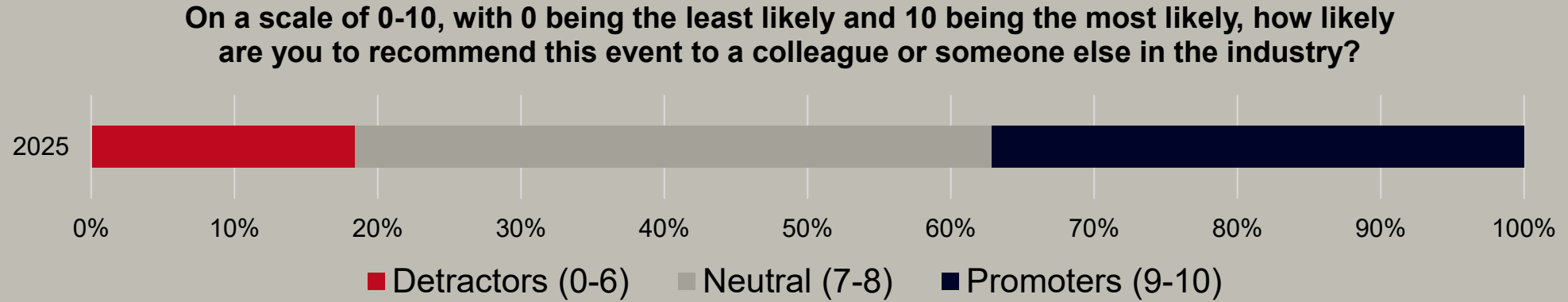
or.

**Overall Opinion
(Net Promoter Score)**

or.

2025 Net Promoter Score

NPS
19



$NPS = \% \text{ Promoters (9-10)} - \% \text{ Detractors (0-6)}$

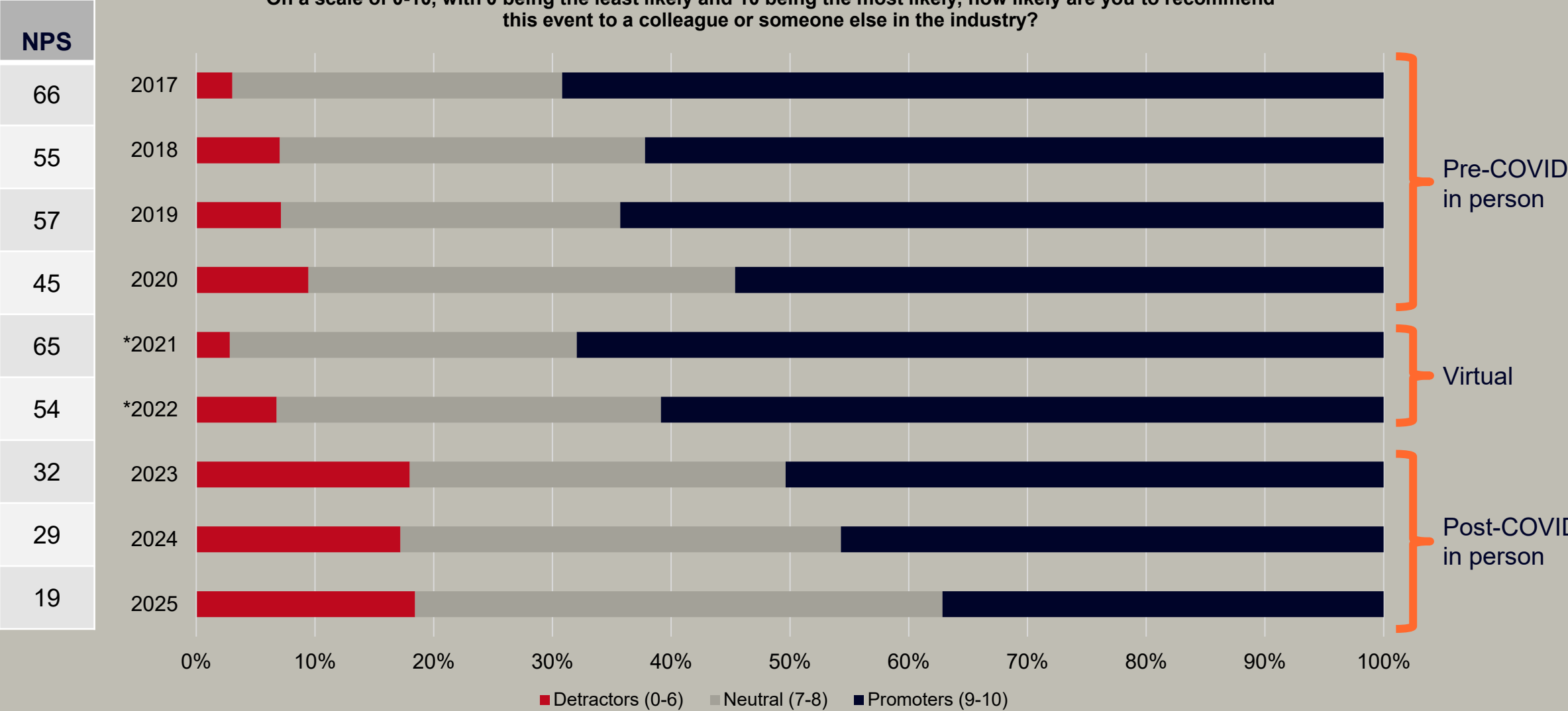
Promoters (9-10): Highly likely to recommend → POSITIVE WORD OF MOUTH

Passives (7-8): Satisfied but not enthusiastic about recommending

Detractors (0-6): Unlikely to recommend, potentially dissatisfied → NEGATIVE WORD OF MOUTH

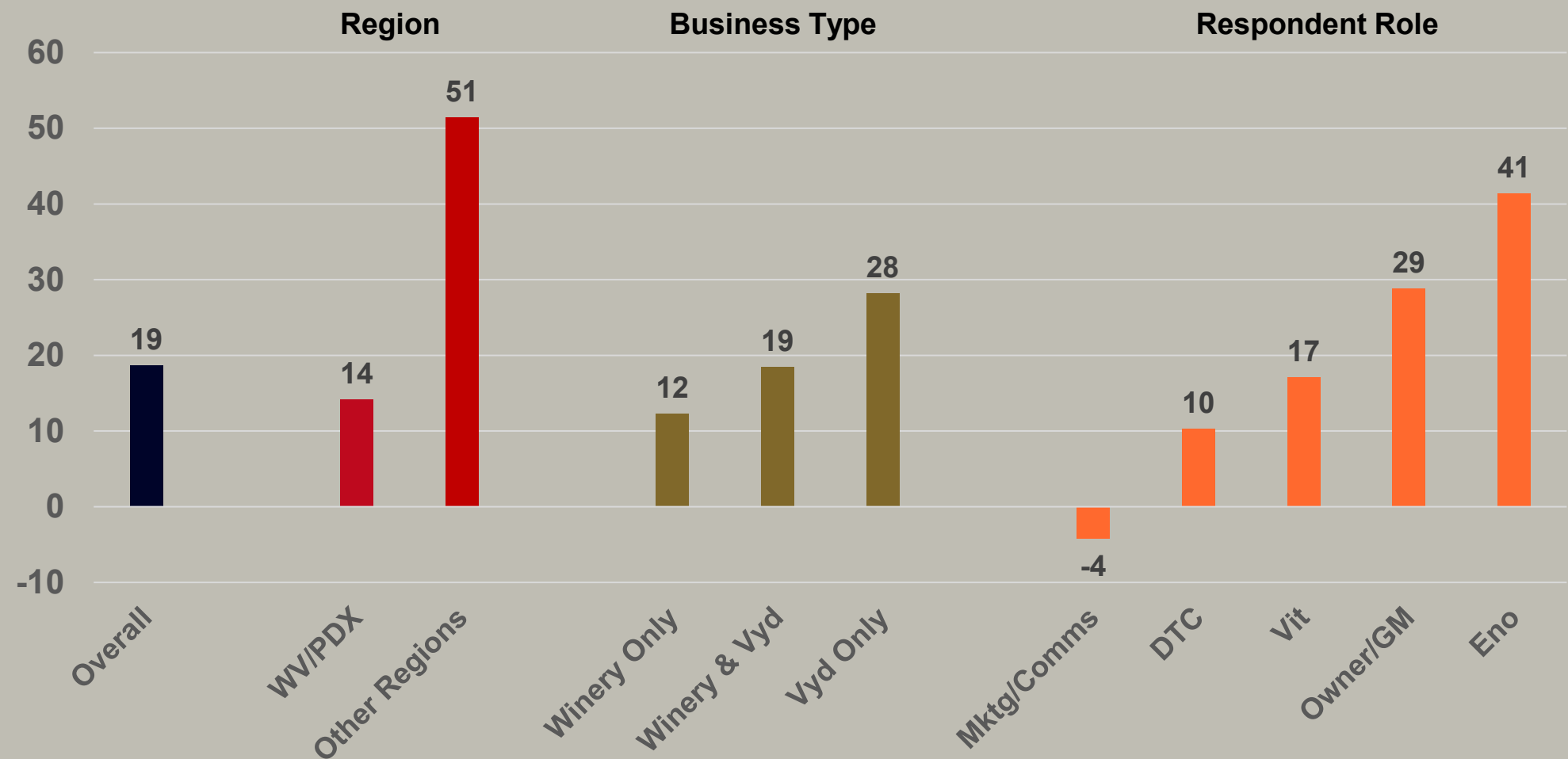
or.

Net Promoter Score – Historical



or.

NPS By Respondent Segment



or.

“ Seminars are too high-level and rarely include actionable takeaways. Attendance seemed low, which limits networking opportunities.”

Detractor (0-6)

or.

“ It's an overall positive experience going and I'll be coming back, but it also seems to be more expensive to attend with a bit less benefit than 5-6 years ago or so. ”

Passive (7-8)

or.

“ There are things you will only learn and see at the OWS. It is truly the one time of the year when the whole industry gets under one roof and breaks bread. It is important for this kind of a re-set, and for us to learn from each other, and from experts in the field. ”

Promoter (9-10)

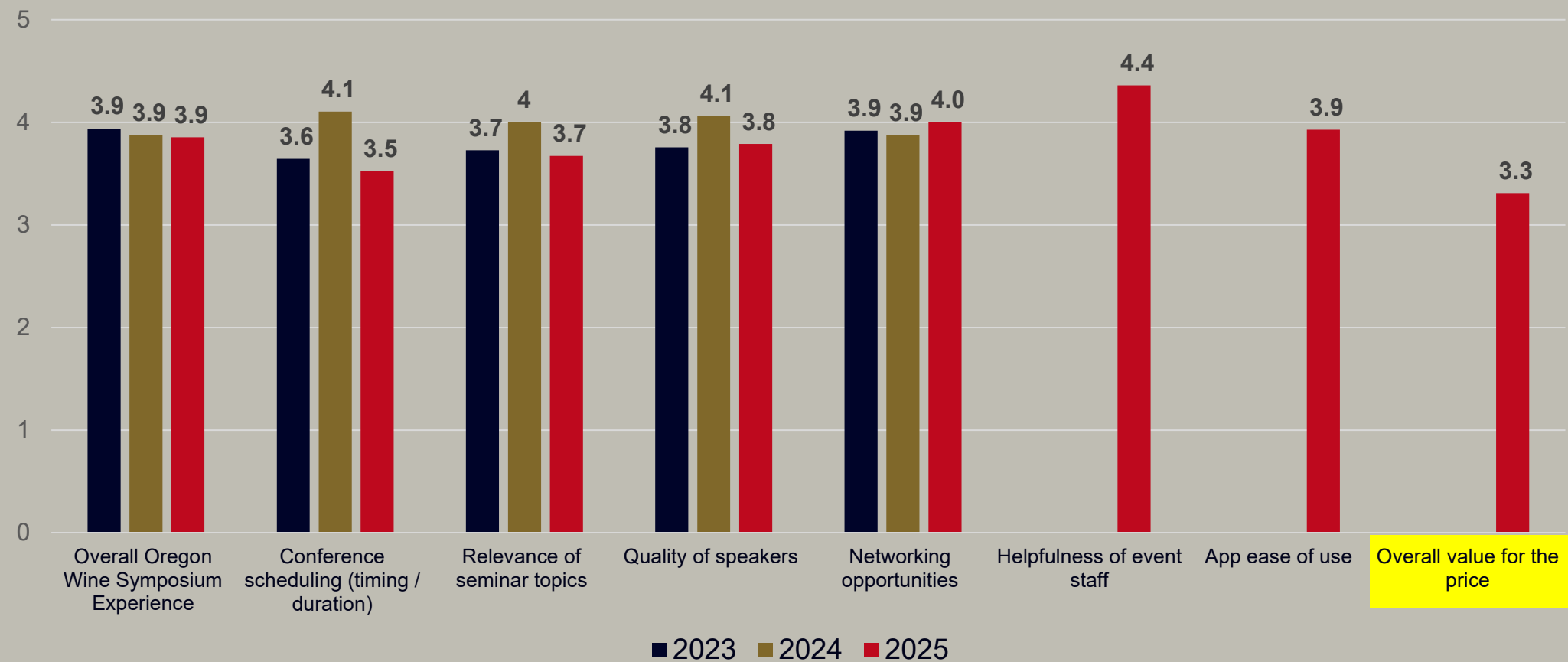
or.

Event Details.

or.

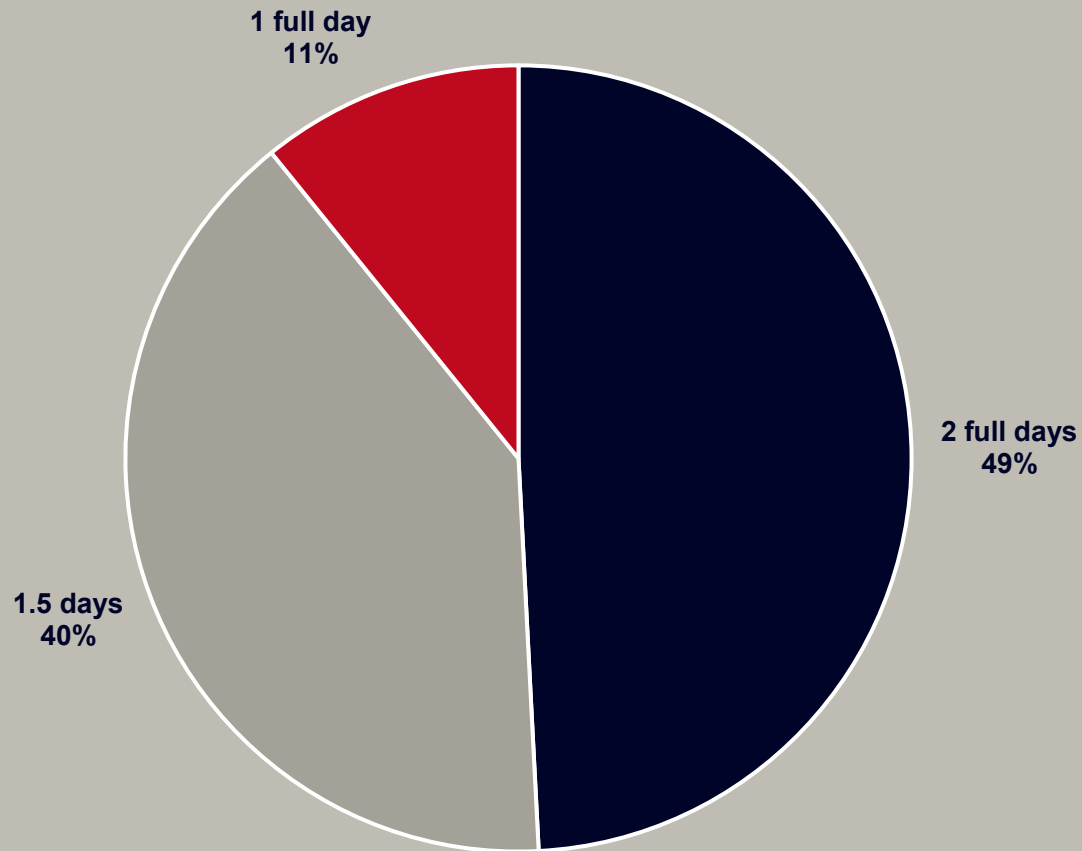
Overall Event Experience

(1=Poor, 5=Excellent)



Event Format

How many days do you think is ideal for the Oregon Wine Symposium?



“Oh, man... Two full days with really incredible breakouts makes my heart sing.”

Many support two days if the programming is strong

There is a perception – supported by room count numbers – that people don’t show up for the half day (not worth the travel time)

Day 1 was perceived to be (too) long this year – some feedback suggests a slightly shorter schedule for a full day’s program

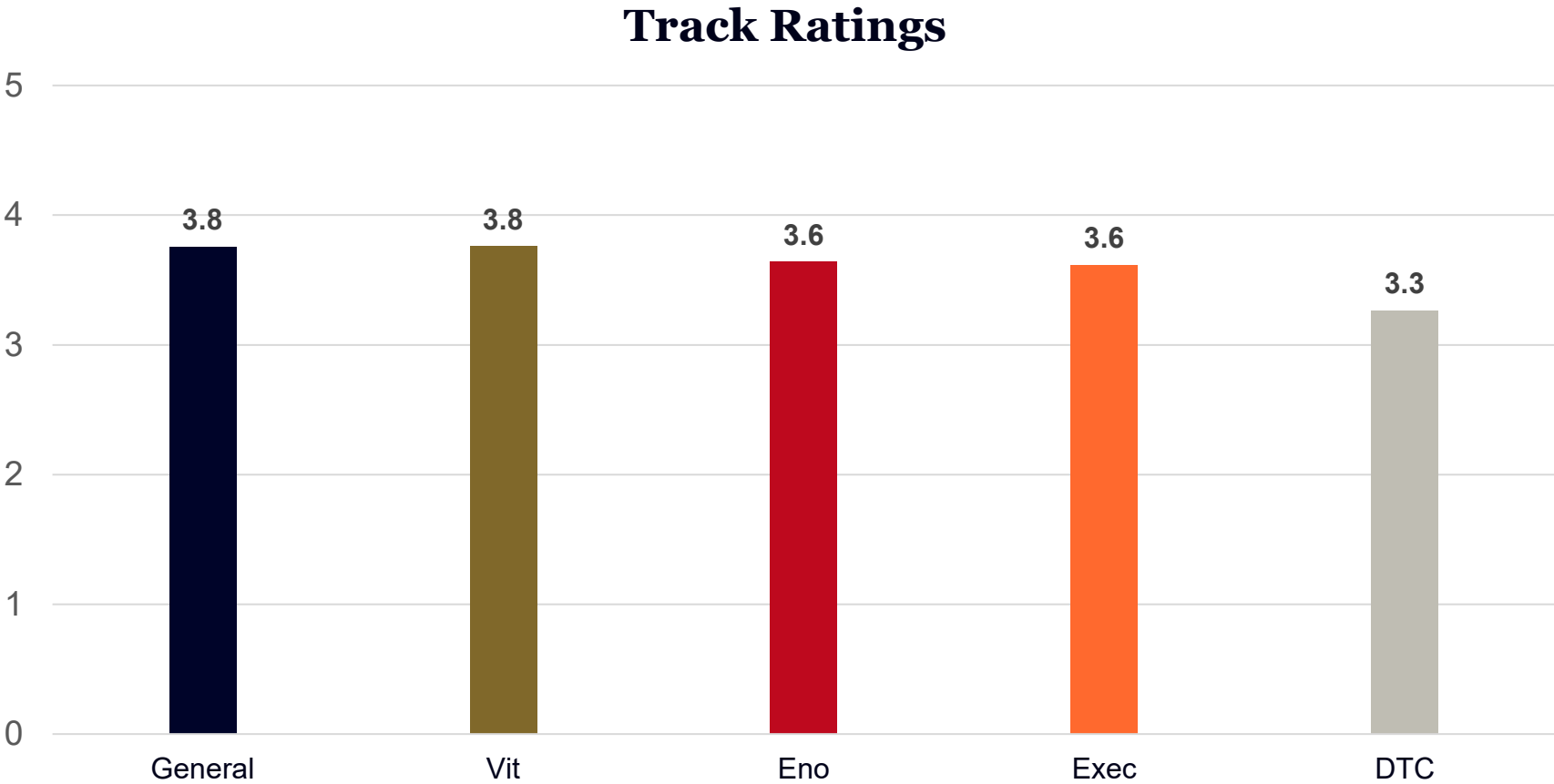
or.

Content Ratings.

or.

Average Ratings by Track

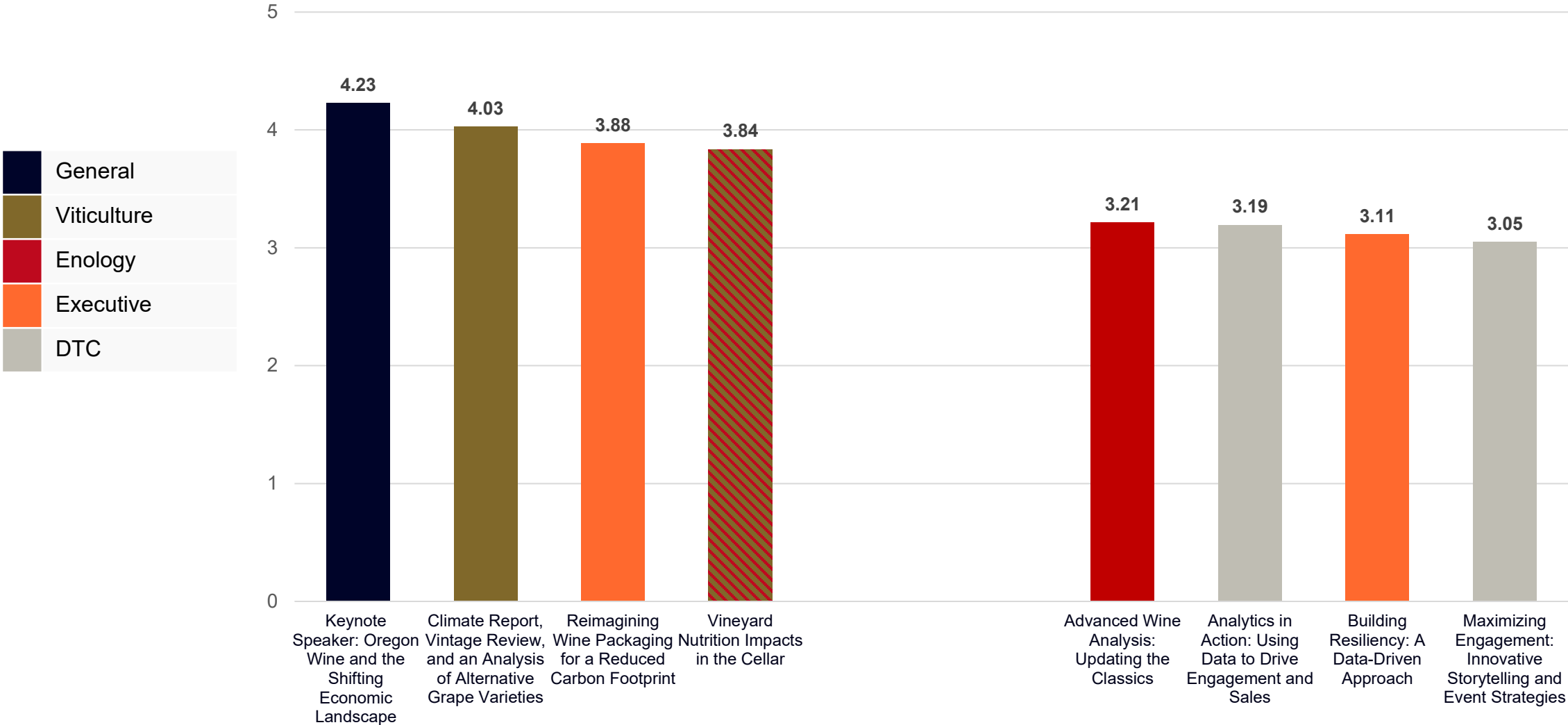
(1=Poor, 5=Excellent)



or.

Top / Bottom 4 Sessions

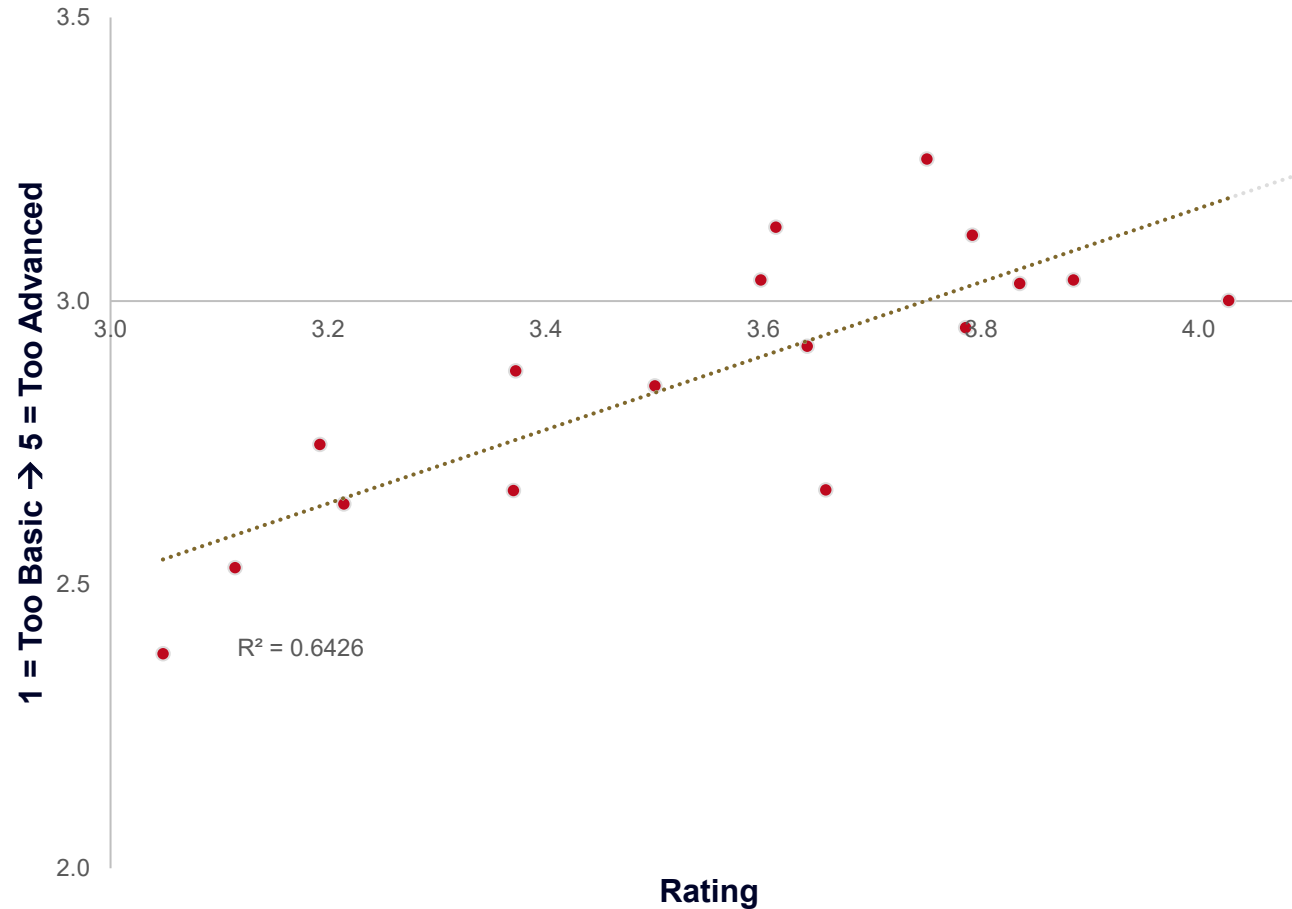
(1=Poor, 5=Excellent)



Rating vs. Level of Content Appropriateness

(Content appropriateness scale: 1= too basic, 5 = too advanced)

Generally, sessions that are seen as more basic receive lower ratings... “Don’t waste my time”



or.

Key Takeaways & Next Steps.

or.

Key Themes from Feedback

What's Working

- Appreciated by many as tentpole event for the Oregon Wine Community
- Great networking opportunities
 - Soiree an improvement over past years
- Overall event logistics
 - No news is good news! Parking, registration queues, etc.
- General sessions / industry insights
 - Keynote speaker
 - State of the Industry (esp. data-driven)
- Trade show

What Needs Attention

- Value proposition (pricing vs. quality)
- Structure (length / format)
- Attendance – real & perceived
- Educational content:
 - Ensure fresh ideas / not too basic
 - Concrete takeaways
 - Case studies
 - Directly addressing industry challenges
- Bring Climatology back to Main Stage
- More engaging Awards ceremony

or.

Next steps

- Charter Education Committee and recruit members
- Work with Edu Comm to develop content / format / speaker strategy
 - Specific guidelines for breakout panel development
 - What is the best way to segment audience, especially in sales / business
 - Assess feasibility and interest in more “Roundtable” style conversations – perhaps for executive-level?
 - Limit repeat speakers to most popular; find fresh voices
- Evaluate event format and economics:
 - Analyze business case for 1.5 or 2 day event
 - Look at pricing strategies to encourage greater attendance without overcomplicating
 - Sponsorship strategy
- Issue RFP for event planning partner
 - Consider what can be brought in-house to save money

or.

The goal is more of this...

or.

**“ Symposium is extremely
valuable to me for inspiration,
education, connection and
staying informed.”**

Promoter (9-10)

or.

“ It is a super event to see old friends and make new friends, catch up on the latest in the industry, and see all of the great trade show new items. I love the great speakers! ”

Promoter (9-10)

or.

“ A rising tide raises all ships
and the Oregon community
lives that ethos. The
camaraderie, energy,
connections, and education
are worth it. ”

Promoter (9-10)

or.



OTHER UPDATES

- Marketing Update
- Communications Update



MARCH 2025 BOARD PACKET

Marketing & Insights update

Prepared by: Carissa Cook

Oregon Wine Month

Strategic objectives

Enhance the reputation of Oregon wine.

Overview

OWM is an annual campaign designed to promote Oregon wine during the month of May.

Status

- [OWM Toolkit](#) is live as of January 29th proceeding the OWM Kick-off Webinar.
- Enrollment Form: OWB is asking for businesses to offer OWM promotions/specials/events and enroll their business on our website.
- Media Plan: Available on the OWM Toolkit.

Publication	Media	Timing	Content	Est. Reach
PDX Airport	Wall Wraps	April 14 – June 8	Celebrate OWM, CTA: Learn more & Enter to Win	1.6M
	Digital Directory Kiosks	May 1 – May 28		
Oregon Public Broadcasting	Radio Spots & Splendid Table	April 13 – April 30 & May 12 – May 25	Celebrate OWM, CTA: Learn more & Enter to Win	390,000
Wine Spectator	E-blast, geo-targeted West Coast	April 24	Celebrate OWM, CTA: Learn more & Enter to Win	50,000
VinePair	Custom Article Social Promotion Email Campaign ROS Display Ads	April 29 - 31	Oregon Wine Adventure article CTA: Learn more & Enter to Win	1M
The Oregonian	Social Media	April 15 – May 31	Oregon Wine Adventure Social Campaign	1.5M
	½ Page Print Ad	May 2		
Wine.com	Postcard insert in shipments out of CA, NY & TX warehouses.	April 28 Shipment	Celebrate OWM, CTA: Learn more & Enter to Win	25,000 households
Oregon Restaurant and Lodging Association	Video Ad during online Alcohol Server Permit course	June 1 - 30	Oregon Wine Film	148,000
Harris Teeter	In-store film feature	May 1 – 31	Oregon Wine Film	156 Stores

- [Distributor Incentive](#) is published.



Next steps and timing

- POS orders are being processed and will deliver in April.
- Updated OWM consumer landing page will publish by the end of March.
- Asset and content production for media plan (see above).
- Social Media strategy development and execution (see below).

Social Media

Strategic objectives

Enhance the reputation of Oregon wine and engage with consumers and industry on social media platforms.

Overview

OWB contracted with a new digital marketing specialist, Brielle Buckler, to assist with social media strategy and execution. Contract began in late January 2025. Attached is a report on the state of our 3 main social media platforms in 2024 along with a monthly report on February 2025 performance.

Status

- Attached is a report on the state of our 3 main social media platforms in 2024 along with a monthly report on February 2025 performance.
- OWB is launching a “**My Oregon Wine Adventure**” campaign using hashtags #OregonWineMonth and #OregonWineAdventure beginning in April.
- OWB is sponsoring the Share & Pair Sunday campaign with Karen MacNeil and will be participating with original content and sharing on Instagram.

Next steps and timing

- Communication with the industry on how to get involved and join the campaigns.
- Finalize content calendar and collaborative partnerships.

Marketing Film

Strategic objectives

Enhance the reputation of Oregon wine.

Overview

We debuted the Oregon Wine Film at the Oregon Wine Symposium. Oregon Wine Film is available [here](#).

Status

- Six Eight Films LLC (videographer) is currently finalizing the regional shorts, teasers and social media size clips.

Next steps and timing



- Release regional films by April.
- PDX digital kiosk display development and implementation in April.
- Harris Teeter promotion of the film in May and June.
- ORLA video ad in June.



MARCH 2025 BOARD PACKET

Communications Director update

Prepared by: Katie von Bargaen

Industry Communications (Newsletters)

Strategic objectives

Provide timely, regular information and updates to the industry members who subscribe to OWB emails.

Overview

Grapevine newsletter and industry announcements regarding OWB's areas of work (Marketing, Education, and Research), as well as events and meetings, media highlights, calls for wine, partner updates, important information, and opportunities.

Status

- Full Grapevine newsletters continue to be sent once per month.
- Industry announcements are sent on an as-needed basis.
 - Examples from Q1 2025: Update on State Wine Cellar Audit Letter, Oregon Wine Month kick-off and calls to action, Oregon Wine Industry Awards winners, Regional Listening Sessions for Strategic Planning, Reminders for the 2024 Census Questionnaire, James Suckling Oregon Report Call for Wine.

Next steps and timing

- March Grapevine scheduled for week of 3/10
- March-May: Oregon Wine Month Communications – Marketing + PR opportunities
- March-April: Strategic Planning Listening Sessions Recaps (Regional)
- April-May: Vinous Call for Wine (Oregon visit in June)

Industry Communications (Reports)

Strategic objectives

Timely communication to the industry during and upon completion of surveys and questionnaires that support the Research and Education pillars of the OWB.

Overview

2024 Oregon Vineyard & Winery Census Report to be published earlier than in past years.

Status



- The 2024 Census is now closed, and the results are currently being analyzed.

Next steps and timing

- The report will be drafted as soon as the data is available.
- The 2024 Oregon Vineyard & Winery Census report will be published and announced in late June / early August.

Media information and materials update

Strategic objectives

Make Oregon Wine information easily accessible to the media.

Overview

Update the OWB Press Kit for 2025. Respond to media inquiries and issue press releases in a timely manner.

Status

- The Oregon Wine Index section of the press kit has been updated, and new press kits have been produced for 2025 media events.
- Q1 2025 media inquiry examples: OWB has worked with local media to respond to questions regarding the State Wine Cellar Audit, Potential Impact of Tariffs, Surgeon General's Statement on Alcohol and Health, and Growth of Oregon Sparkling Wine category, among other topics.
- Press release issued on Feb. 4 upon completion of Oregon Wine Industry Awards presentation.

Next steps and timing

- Update the Press Room on the industry website with a new electronic press kit. Under development, projected completion by the end of Q2 2025.

Media and critical reviewer hosting update

Strategic objectives

Support critical reviewer visits for their annual Oregon Reports.

Overview

Schedule, manage, and execute the Calls for Wine and visit itineraries for JamesSuckling.com and Vinous.

Status

- Hosting James Suckling team members during March 10-14. The Vinous editor is coming to Oregon in early June.

Next steps and timing

- Vinous call for wine and visit planning during April and May ahead of the June visit.