

Account Codes	2021-22 Approved Budget	2022-23 Draft Budget	% Δ	Notes
INCOME				
4100 · Grape Assessment (\$25/ton)	1,883,975	1,656,126	-12%	3-Yr Ave (2020/2021/2022 Est)
4200 · Wine Tax (2c/gal)	310,145	316,602	2%	3-Yr Ave (2020/2021/2022 Est)
4300 · Program Revenue	-	-		none expected
4310 · Symposium Revenue	150,000	100,000	-33%	Break-even Estimate since format has not yet been determined
4500 · Other Income				
4510 · Interest Revenue	2,000	50	-98%	Low interest rate and fund depletion on Money Market account
4500 · Other Income	2,000	50	-98%	
4600 · Grant Revenue				
4620 · Specialty Crop Block	84,500	84,500	0%	Year 2 of Comm Benchmark
4632 · Wine Country License Plate	49,000	-	-100%	Nothing in mind at this point but we should presume to seek WCLP funding every cycle. \$30k is somewhat arbitrary.
4600 · Grant Revenue	133,500	84,500	-37%	
4690 · HB 5006 Funds				
4691 - Technical Research	-	-		
4692 - Education	-	-		
4693 - Marketing	-	55,956		
4694 - Biz Econ Research	-	-		
4690 · HB 5006 Funds (MARIS)	-	55,956		Final remaining Marketing balance
TOTAL INCOME	2,479,620	2,213,234	-11%	
EXPENSE				
1R000 · Research.				
R100 · Vit & Enological Research				
R101 · Grants.	280,000	325,000	16%	
Special Grant Award - Smoke Research	50,000	50,000	0%	Unspent Carry over from 2021-22 - approved allocation from board
R103 · Online V&E Knowledge Center	-	-		
R100 · Vit & Enological Research	330,000	375,000	14%	
R800 · Research. Administration				
R801 · Research.Committee Meetings	2,000	2,000	0%	
R804 · NWCSFR Contribution	3,000	3,000	0%	
R803 · Research.Mtg &Travel	6,000	3,000	-50%	
R800 · Research. Administration	11,000	8,000	-27%	
R900 · Research.Employee Compensation	42,381	62,448	47%	
1R000 · Research.	383,381	445,448	16%	
2E000 · Education.				
E100 · Symposium	150,000	100,000	-33%	Break-even Estimate since format has not yet been determined
E200 · Education Projects				
E201 · Misc Workshops	1,000	1,000	0%	
E202 · DTC/Sales Workshops	10,000	-	-100%	
E203 · Profit Calculator License	5,000	3,000	-40%	
E204 · Train The Trainer				
E205 · Comm Benchmark (SCBG)	84,500	84,500	0%	Year 2 of Comm Benchmark
E200 · Education Projects	100,500	88,500	-12%	
E300 · Trade Education				
E301 · Misc Trade Education	-	-		

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E300 · Trade Education	-	-		Covered in Market Expansion
E800 · Education.Administration				
E801 · Education.Committee Meetings	1,000	-	-100%	
E802 · Education.Collateral & Mtls	-	-		
E803 · Education.Employee Development	-	-		
E804 · Education.Mtg & Travel Expense	3,000	4,000	33%	
E800 · Education.Administration	4,000	4,000	0%	
E900 · Education.Employee Compensation	107,783	163,201	51%	
2E000 · Education.	362,283	355,701	-2%	
3M000 · Marketing & Communications				
B000 · Brand Equity & Identity				
B100 · Agency Fees	10,000	-	-100%	None
B101 · Consumer Website Concept/Design/M	79,000	-	-100%	See Tourism.
B103 · Regional Expression of Brand Work	-	3,000		Invite regions to incorporate True Character brand work into their own sites - offer subsidy to cover graphic design costs.
B105 · Consumer Marketing Campaign	35,000	-	-100%	See Oregon Wine Month
Photography - WCLP Grant	4,000	-	-100%	
B106 · Social Media Contractor	-	-		Unable to fund
B000 · Brand Equity & Identity	128,000	3,000	-98%	
T000 · Tourism				
M205 · Wine Guide				
Production	15,000	30,000	100%	
Distribution & printing	-	35,000		
M205 · Wine Guide	15,000	65,000	333%	Received quote for new/better distribution tactics to increase production to ~90,000. Quote recvd: 70,000 estimated \$61k. 90,000 estimated \$70k.
M102 · Wines Fly Free	10,000	8,000	-20%	(Note that \$10k allocated in this cycle will be used to redesign materials in True Character brand and print fresh suite.) \$900 for brochure distro, \$5,800 for Touring Guide ad, \$5,000 for Travel Oregon partnership. (Adjusted to 8k)
T102 · Content Development (i.e. Photograph	10,000	-	-100%	Limitless
T103 · Consumer Website Platform Upgrade	5,000	-	-100%	This is a nice to have on top of the essential Bluefire retainer. With this we could add some additional complexity to the consumer site (such as weather widget, additional listing and/or event filters, etc.) (Adjusted to 0k)
T104 - Potential WCLP Grant		-		Offset for WCLP Grant income reflected above
M101 · Oregon Wine Month				
Trade Programming	75,000	10,000	-87%	Hard to pin this number down this early, especially if the Kroger partnership takes off and is targeted to May 2023. \$75,000 is good coverage for what we've been doing, could possibly shave off \$5-10k without significant impact.
Creative and project mgmt		12,000		
POS Printing and Distribution		15,000		
Media Plan & Management		38,000		
Merchandizing Support		35,000		
M101 · Oregon Wine Month	75,000	110,000	47%	Q1 - Kroger/RDNC activation
MXXX · Ad/Search Spend	-	10,000		A mix of always-on spending to promote Guide orders, OWFF awareness, and search results. Example breakdown \$3,000, \$2,000, \$5,000 respectively. Adjust with performance. Management ideally assigned to same partner as social media management (fee of 20% of ad spend common).
T000 · Tourism	115,000	193,000	68%	
X000 · Market Expansion				

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X103 - Trade Education Tools & Events				
X100 - Learn Oregon Content/Napa Valle	15,000	10,000	-33%	NVWA support and promotion
M201 - Resource Studio Updates	20,000	15,000	-25%	RS updates and/or promotion
M106 - Domestic Trade Tasting/Education	-	-		Program to ship tasting samples to VIP trade accompanied by OWB master class (i.e. Master the World)
M107 - GuildSomm Event Sponsorship	-	-		Not participating at this time
M105 - Trade Events - Teksom	10,000	12,000	20%	Recommending TEXSOM sponsorship again in 2022. \$12,000 covers sponsorship fee and presentation rentals. Strongly recommend FedEx TIWA partnership, cost unknown.
X202 - Trade Database/CRM Developer	-	-		Unable to fund
M104 - OTHER	-	3,000		Money for trade e-news letter development (design, guest writers, etc.)
X103 - Trade Education Tools & Events	45,000	40,000	-11%	
I000 - International Marketing				
I101 - Northwest Wine Coalition	65,000	65,000	0%	NWC Administration Fee
I102 - Non-Reimbursable Event Cost	30,000	15,000	-50%	Non-reimbursable expenses from events and inbound tours
I103 - Reimbursed Expenses	-	-		
I900 - Logistics and Admin Support	90,000	-	-100%	Expect to cover with grant funds
I000 - International Marketing	185,000	80,000	-57%	
X000 - Market Expansion	230,000	120,000	-48%	
C000 - Communications				
C100 - Media Relations				
Cross Border AVA Tour with WSWC	75,000	10,000	-87%	Airfare for 5 writers, rental SUVs, food at local restaurants to pair with wines for 6 days, 3x a day, fuel, snacks for the van, waters, activities fees. The Gorge, Walla Walla, Columbia Valley and Willamette Valley.
Summer Media Tour		10,000		Airfare for 5 writers, rental SUVs, food at local Restaurants and wineries to pair with wines for 8 days, 3x a day, fuel, snacks for the van, waters, activities fees. Umpqua Valley, Willamette Valley
Other Media Tour; Oregon Wine Experience		8,000		Rogue Valley. Airfare for 3 writers, rental SUVs, food at local Restaurants and wineries to pair with wines for 4 days, 3x a day, fuel, snacks for the van, waters, activities fees.
Critical reviewers coming to OR. Other Coordination		7,000		Wine Advocate, Wine Enthusiast, Decanter, SOMM Journal, Wine and Spirits, Food and Wine, more
Wine Sample Shipping		7,000		Shipping to magazines throughout the year incl. Hong Kong for James Suckling and all writers during COVID
OR 22 or Wine Media Conference		9,000		Special event hosting and entertaining for large journalist gatherings, reimbursing wineries and AVAs. Could also be applied to Pour it Forward.
Other Programming. PR Contractor outreach and help		15,000		Help to expand outreach, pitching, media tour coordination if needed, staff fill in.
C100 - Media Relations	75,000	66,000	-12%	
C200 - Media Analytics	9,000	10,115	12%	with a \$1500 increase, we can add more users to meltwater, which would include one person from each winemaking region to track their own region's press, and to make reports as beeded
C800 - Comm.Administration				
L101-Information Sharing Task Force	1,000	1,000	0%	
C801 - Subs & Pubs	1,500	1,900	27%	this allows for subs for Suckling, Wine Advocate, Spectator, NY Times and WSJ as well as the Oregonian and Forbes. We sometimes share these with winemakers too

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C802 · Comm.Collateral & Materials	4,000	3,000	-25%	need to update our media kit annually
C803 · Comm.Employee Development	-	-		
C804 · Comm.Mtg &Travel	6,000	3,000	-50%	we've saved lots due to more virtual events now and in the future
C800 · Comm.Administration	12,500	8,900	-29%	
C900 · Comm.Employee Compensation	97,880	137,482	40%	
C000 · Communications	194,380	222,497	14%	
M800 · Marketing.Administration				
M801 · Marketing.Committee Meetings	1,000	1,000	0%	
M802 · Marketing.Collateral & Mtls	-	-		
M803 · Marketing Employee Development	2,000	-	-100%	
M804 · Marketing.Mtg &Travel	6,000	6,000	0%	
M800 · Marketing.Administration	9,000	7,000	-22%	
M900 · Marketing.Employee Compensation	171,771	285,366	66%	
3M000 · Marketing & Communications	848,151	830,863	-2%	
4K000 · Knowledge & Insights				
R200 · Industry Research				
R201 · Ag Census	72,000	75,000	4%	UO Contract
R202 · Economic Impact Statement	-	-		Conducted every 3 years
R200 · Industry Research	72,000	75,000	4%	
M300 · Market Research				
M301 · Market Research	22,500	15,000	-33%	Estimate - can remove
M302 · Nielsen Data	7,500	7,500	0%	Based on past cost
M300 · Marketing Research	30,000	22,500	-25%	
K900 - Employee Compensation	56,508	29,661	-48%	
4K000 · Knowledge & Insights	158,508	127,161	-20%	
5L000 · Leadership & Partnership				
L100 -Regional Meetings	10,000	2,500	-75%	TBD
G301 · Grant Writing	10,000	-	-100%	
G200 · Program Sponsorships/Contributions				
G201 · Oregon Solutions	-	-		
G201 · Misc Contributions	10,000	10,000	0%	Grant writing reimbursment pool/board allocations
G200 · Program Sponsorships/Contributions	10,000	10,000	0%	
G400 · Engagement Dashboard	15,000	-	-100%	TBD
G600 · Industry Relations				
G601 - Subscriptions	25,000	25,000	0%	Software subscriptions (mailchimp, Zoom, Alchemer, Wordpress, etc.)
G602 - Administration/Annual Report	5,000	5,000	0%	Design support
G603 - Strategic Planning	3,500	-	-100%	revisit and review strategic pan
G600 - Industry Relations	33,500	30,000	-10%	
L800 - Leadership & Partnership Administration				
L804 - Partnership Mtg & Travel	3,000	3,000	0%	
L800 - Leadership & Partnership Administration	3,000	3,000	0%	
L900 - Employee Compensation	42,381	111,807	164%	
5L000 · Leadership & Partnership	123,881	157,307	27%	
6G000 · General & Admin				
G100 · Board Administration				
G101 · Meetings.Board	10,000	5,000	-50%	
G102 · Travel Expense.Board	10,000	5,000	-50%	
G100 · Board Administration	20,000	10,000	-50%	1 travel meeting to Walla Walla
G300 · Consultants				

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G302 - Financial Review	10,000	-	-100%	
G300 · Consultants	10,000	-	-100%	
G500 · Office Administration				
G501 · Rent	12,000	1,000	-92%	Misc conf rental when needed
G502 · Equipment/Furniture/Maintenance	6,000	15,000	150%	IT Support
G503 · Postage/Supplies/Fees	12,000	16,000	33%	Insurance, misc fees, office supplies, storage, PO box rental
G504 · Telephone/Internet Fees	6,000	6,000	0%	Phone system fees, cell phone account
G500 · Office Administration	36,000	38,000	6%	
G800 · Staff Administration				
G802 · Employee Development.G&A	10,000	10,000	0%	TBD
G803 · Mtg &Travel.G&A	23,000	20,000	-13%	Vehicle rental, misc travel expense forstaff for meetings
G804 · Temp & Contract Support	35,000	20,000	-43%	Part Time admin and accounting support as needed
G805 · Legal Fees	20,000	20,000	0%	General DOJ legal inquiries and advice
G800 · Staff Administration	88,000	70,000	-20%	
G900 · Employee Compensation.G&A	566,393	294,463	-48%	
G999 · Accrued PTO Balances	56,378	50,000	-11%	Rounded Est
6G000 · General & Admin	776,771	462,463	-40%	
TOTAL EXPENSE	2,652,975	2,378,944	-10%	
NET INCOME	(173,355)	(165,709)	-4%	
Beginning Balance	948,702	355,816	-62%	
Ending Balance	775,347	190,107	-75%	
Reserve Goal (30% of 3 Yr Ave Grape Assessment)	565,483	496,838	-12%	
Surplus/Deficit After Reserve Goal	209,864	(306,731)	-246%	
Total Compensation	1,085,097	1,084,429	0%	