

2022 Oregon Wine Symposium Marketing Services Agreement FAQ

Can OWB contract in this manner with a 3rd party?

Yes, the Department of Justice (DOJ) has confirmed that OWB can enter into services contracts with private 3rd parties as long as the work supports the mission of the OWB.

Does this agreement continue to blur the required separation between OWB and OWA?

This agreement provides an express list of deliverables in exchange for a fee in relation to a specific 2022 event. This is a different arrangement than the prior general cost sharing memorandum of understanding that has expired. DOJ has confirmed that this approach is defensible. OWB will be sufficiently compensated for the work it is doing on behalf of OWA, or any third party in the future, since the Oregon Wine Board of Directors sets the fee structure embedded within any Marketing agreements.

Does this agreement apply to future events?

No, this is an agreement to specifically address the marketing effort for the 2022 Oregon Wine Symposium. Future shows will need to be assessed and addressed separately.

How was the \$10,000 fee determined?

The work listed equates to an estimate of 153 hours at a rate of \$65/hour. This hourly rate is the average figure for the OWB staff involved in the work (including wages, taxes and insurance), and is also the rate charged to OWB by its event management company. OWB prefers to package the work for a lump sum fee, as the administrative burden for tracking and billing this work by the hour would be overly cumbersome.

How does OWB have the staff capacity to conduct this work when it is currently understaffed?

The majority of the work (approximately 110 hours or 70%) will be completed by OWB's event management company, Social Enterprises. That work falls within the event contractor's current, approved scope of work. The remaining 43 hours of work will need to be done by OWB staff and will largely encompass, contractor management, collecting content from OWA staff, proof reading and editing email and website content to ensure style, tone and relevance follows OWB expectations. As this work will be spread out over 6 – 7 months, OWB staff feels it is reasonable to facilitate 6 hours per month to support the work.

Are there other examples of state agencies partnering in this manner with private organizations?

OWB staff is not currently aware of other agencies partnering in this manner, as per statute, OWB is permitted to "Organize, conduct, sponsor, cooperate with and assist the private sector and other state agencies in the conduct of conferences and tours relating to the wine grape growing and wine making industries." (ORS 576.862 (5))