



2024 Short Form Budget Presentation

January 11, 2024

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Housekeeping

- Zoom meeting – cameras optional/please mute
- Use the question or chat feature in the task bar as needed
- Questions in real time
- The webinar slide show and a recording of the presentation will be available to view or share at: [Annual Business Plan Toolkit](#)
- Follow-up email: link to webinar recording
- Follow up with OWB staff post meeting w/ questions, requests, and suggestions

or.

Agenda

- OWB's 2024-25 budget planning: milestone dates
- Short Form 2024 Budget & Narrative
- Planning Ideas & Submissions to Date

or.

OWB 2024-25 Budget Process Timeline

- December 7, 2023 Public Meeting – FY 24-25 Budget Planning Timeline
- January 5, 2024 Public Posting - FY 24-25 Shortform Draft Budget
- **January 11, 2024 Public Presentation - FY 24-25 Shortform Draft Budget**
- **February 12, 2024** Public Posting - FY 24-25 Detailed Draft Budget
- February 22, 2024 Public Presentation of the 2024-25 Detailed Draft Budget
- March 8, 2024 Board of Directors Meeting - FY 24-25 Budget Review and Board Approval
- Key Dates and Postings [Annual Business Plan Toolkit](#)
- Planning Idea Submission Form [FY24-25 Budget Planning Ideas](#)

or.

Approach to Short Form Budget Development

- Budget developed based on FY21-22 and FY22-23 actuals and FY23-24 budget
- The detailed draft budget available in February will utilize FY23-24 forecasted year end based on 6 months of actual data for revenue and expenses.
- Suggestions from budget input forms have not been incorporated in this version of the budget; these will be taken into consideration in future drafts.

or.

Approach to Short Form Budget - Revenue

REVENUE ASSUMPTIONS

- Tax Revenue uses 3-year average of Grape Assessment and Wine Tax
 - based on actual FY21-22 + FY22-23 and budget FY23-24
- Symposium Revenue +5% increase over budget FY23-24
 - Symposium Revenue offset by Symposium Expenses for \$0 gain
- Grant Revenue
 - WCLP \$20K grant, requires matching expenditure of OWB funds a portion can be in-kind
 - SCBG \$60K (plus \$115K in FY25-26)
- Program Revenue +\$40K in participation and tickets fees for SCBG
 - SCBG + Program Revenue offset by SCBG Program Expenses for \$0 gain

or.

Approach to Short Form Budget - Expenses

EXPENSE ASSUMPTIONS

- FY24-25 expenses scaled back from Budget FY23-24 as we are spending down \$700K surplus
- FY24-25 expenses and target reserve goal exceed revenue by ~\$100K which will be covered by surplus from FY23-24
- Continue with all programs scaled to meet available funds
- Programming Expenses to support Specialty Crop Block Grant and Wine Country License Plate Grant
- \$20K to for startup/launch Industry Database/CRM

or.

Programs Supported in Short Form Budget

Research		Marketing & Communications	
	Vit & Enological Research Grants		Oregon Wine Month
	Northwest Center for Small Fruits Research		Wines Fly Free
Industry Education			Bounty & Vine
	Symposium		Website Support
	Profit Calculator		Social Media Contractor
Knowledge & Insights			Digital Advertising
	Wine Market Council		Wine Guide
	Community Benchmark		International Marketing
	Winery & Vineyard Census		Texsom
Leadership & Partnership			Domestic Trade Tasting/Education (SCBG)
	Industry Contributions/Grants		Resource Studio
	Subscriptions		Critical Reviewers
	Annual Report		Cross Border Tour
	DEI Leadership-Infrastructure		Media Hosting & Tours
	Strategic Plan Development		Media Analytics
	Database/CRM launch		Subscriptions & Publications

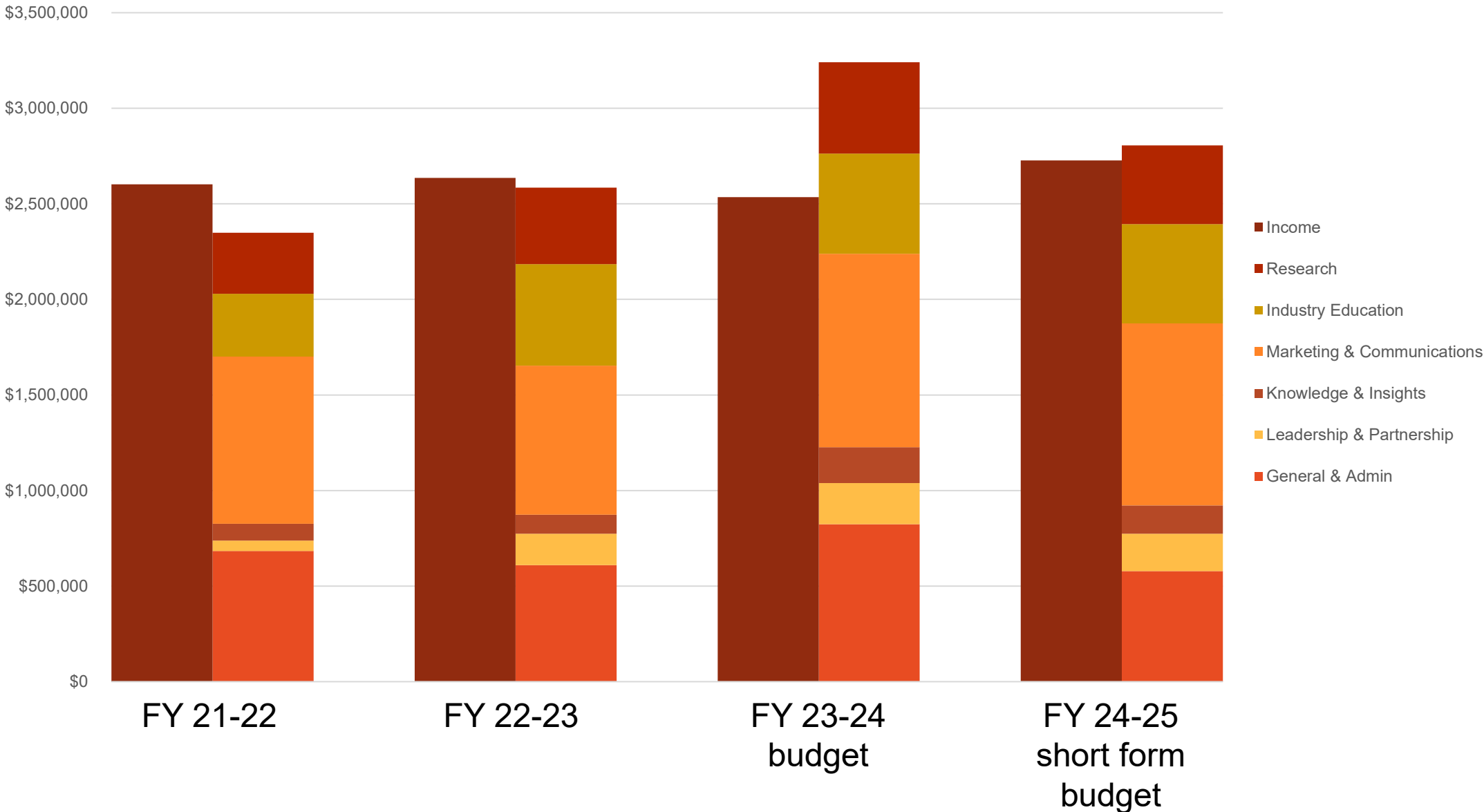
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FY24-25 Short Form Budget

		FY 22-23 Actual	FY 23-24 Budget vDec2023	FY24-25 Short Form Budget
Revenue				
	Grape Assessment (\$25/ton)	\$1,885,950	\$1,872,572	\$1,936,128
	Privelage Tax (2¢/gal)	\$305,342	\$328,725	\$328,754
	Program Revenue			\$40,000
	Symposium Revenue	\$268,860	\$326,250	\$342,500
	Interest Revenue	\$55	\$50	\$50
	Specialty Crop Block	\$84,750		\$60,000
	Wine Country License Plate	\$35,000	\$7,500	\$20,000
	HB 5006 Funds	\$55,956		
Total Revenue		\$2,635,913	\$2,535,097	\$2,727,432
Expenses				
	Research	\$399,777	\$478,071	\$412,500
	Industry Education	\$531,502	\$523,815	\$518,500
	Marketing & Communications	\$779,918	\$1,011,820	\$953,000
	Knowledge & Insights	\$99,413	\$193,522	\$148,000
	Leadership & Partnership	\$164,159	\$216,059	\$195,000
	General & Admin	\$609,609	\$817,251	\$579,000
Total Expenses		\$2,584,377	\$3,240,538	\$2,806,000
Net Income		\$51,536	-\$705,441	-\$78,568
Total Compensation		\$1,103,300	\$1,240,108	\$1,187,000

or.

Revenue & Expenses



or.

OWB 2024-25 Budget Process – Submission Highlights to Date

Education focusing on Smaller Wineries

- Provide Winery/Vineyard Consultant
- Educational Topics
 - Setting up Distribution
 - ETS Testing Benefits
 - Bottling Methods and Impact on Aging
 - How to Mitigate Smoke Affected Grapes and Wine

Education/Scientific Research focusing on Wine Quality

- Provide consultants and education to facilitate wine growers to produce the best wine possible for all varieties

Communications and Media Relations/Marketing focusing on Brand Equity

- Statewide Regional Digital Passport

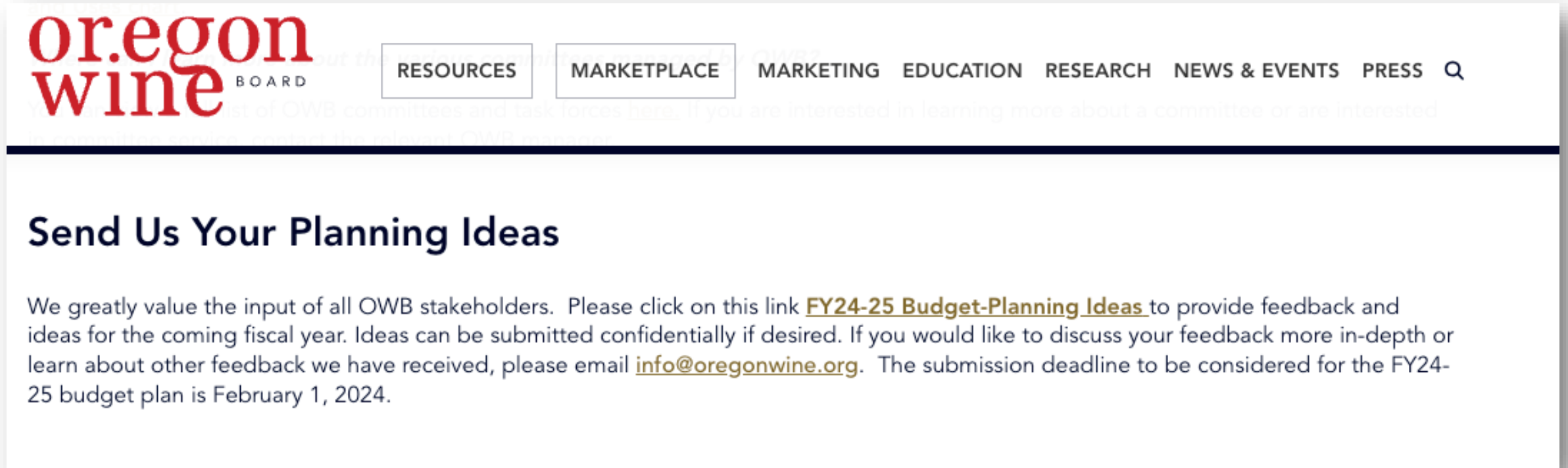
Marketing focusing on Tourism/Market Expansion and Insights & Integration

- Promotion of Tourism by Expanding Relaxation/Wellness Opportunities regionally

Submit your ideas by January 31 [FY24-25 Budget Planning Ideas](#) - the sooner the better!

or.

Business Plan Toolkit



The screenshot shows the Oregon Wine Board website. At the top left is the logo "or.egon wine BOARD". To the right of the logo are two buttons: "RESOURCES" and "MARKETPLACE". Further right is a navigation menu with links: "MARKETING", "EDUCATION", "RESEARCH", "NEWS & EVENTS", and "PRESS", followed by a search icon. Below the navigation menu is a horizontal line. Under this line, the heading "Send Us Your Planning Ideas" is displayed. Below the heading is a paragraph of text: "We greatly value the input of all OWB stakeholders. Please click on this link [FY24-25 Budget-Planning Ideas](#) to provide feedback and ideas for the coming fiscal year. Ideas can be submitted confidentially if desired. If you would like to discuss your feedback more in-depth or learn about other feedback we have received, please email info@oregonwine.org. The submission deadline to be considered for the FY24-25 budget plan is February 1, 2024."

<https://industry.oregonwine.org/resources/toolkits/oregon-wine-board-business-planning-toolkit/>

<https://industry.oregonwine.org/oregon-wine-board-2024-25-budget-planning-form/>

or.

OWB 2024-25 Budget Process – Planning Submission Form

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Check here if you prefer your input form to remain confidential

- 1) Are you submitting this as: a grapegrower, a winery & vineyard owner/manager, an industry member
- 2) In which region does your business primarily operate: Rogue Valley, Umpqua Valley, S. Willamette Valley, N. Willamette Valley, a state border AVA or other region
- 3) Tell us the functional area your suggestion or idea for the Wine Board most closely relates to: (check all that apply) Education, Communications and Media Relations, Scientific Research, Marketing, Other
- 4) If this is Marketing or Communications input, which of the industry’s strategic focus areas does it support? (check all that apply) Brand Equity, Tourism, Market Expansion, Insights & Integration
- 5) If this is input for the Viticultural & Enology Research Committee, which strategic focus area does it support? (check all that apply) Wine Quality, Sustainable Production, Changing Climate, Foundational Research
- 6) Describe in a couple sentences the suggestion or request you’d like considered during the 2023-24 budget planning cycle.
- 7) Briefly summarize how the idea or suggestion supports the statewide industry constituency OWB is accountable to?

Name, Email, Industry Organization, if any

or.