

INSTRUCTIONS

This workbook is meant to be used for quarterly, annual, and biennial budget-to-actual reporting.

Quarterly Check-In Calendar	
Quarter	45 Day (Six Weeks) Close Period
Q1: July – September	Oct 1 – Nov 15
Q2: October – December	Jan 1 – Feb 14
Q3: January - March	April 1 – May 16
Q4: April - June	60 Day (Eight Weeks) Year-End Close: Eight weeks from July 1

INFORMATION

DESCRIPTIONS

Tactics: Where budget updates for each individual tactic auto-populate. Wine Country Regions manage individual tactic budgets.

Change Records: Where Wine Country Regions log any budget changes throughout the biennium. Funds

SUBMITTING REPORTS

This live workbook is stored in a shared folder. When you have completed your documentation each quarter, let them know it's ready.

RECORDING AND REPORTING BUDGET CHANGES

When budget changes are needed, Wine Country Regions should 1) Record the change in the Change Records tab to carry forward the changes in all relevant tabs. All budget changes are recorded quarterly check-ins.

ACCOUNTING/FUND NAMING TIP

If possible, consider setting up your funds in Quickbooks to align with the tactic categories below to simplify reporting. Also, if you organize your funds/account numbers in the same way between quarters, you can paste the tactic details between tabs (more information on this is in the Inputs tabs).

TACTIC CATEGORIES

All tactic strategies must roll up into the below four tactic categories.

1. **Brand Stewardship:** Activities that are focused on building Oregon's strategic presence and brand.

1. *Brand Stewardship*: Activities that are focused on building Oregon's strategic presence and brand awareness through advertising, branding, integrated marketing, promotions, and sales.
 2. *Destination Stewardship*: Activities that are focused on people, products, and places that enrich visitors' experiences. Core functions include destination development efforts, and stakeholder engagement.
 3. *Insights & Impact*: Activities that are in service to the agency's strategic priorities and progress/improvement. Core functions include public affairs, industry relations, communications, strategy, and research and analytics.
 4. *Staffing & Administration*: Regional department staff (W2 employees, not contract staff), Wine Co. administration costs.
 5. *Regional Grants & Strategic Investment Funds*
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To use this workbook, follow the steps in the Budget Reporting Calendar and refer to the Information box below

Quarterly Review Meetings Occur
Not before last two weeks of Nov
Not before last two weeks of Feb
Not before last two weeks of May
Year-End Review Meetings: Not before first two weeks of September



A NOTE ON QUARTERLY CHECK-INS

The quarterly report meetings between Travel OR and V track for the year and answer any questions. This spreadsheet called a 'soft close'. The idea is to close the books as best time for most bills to post. If there are outstanding items in the frame, please omit it and account for it during the following delivering it to Travel Oregon.

From an audit perspective, the quarterly reports don't have a close does need to be an all-inclusive close, though, and that (eight weeks).

ually input tactic descriptions and

urther instructions are in this tab.

quarter, email Travel Oregon to

3 Records tab, and 2) Follow the changes will be reviewed in

save time during quarterly may be able to largely copy and

purpose. Core functions include

awareness. Core functions include

visitor and resident experiences.

impact measurement. Core functions

country Regions operations, and

ow. Further instructions are included where relevant in each tab.

Wine Country Regions are casual check-ins to make sure spending is on
dsheet should be prepared for those meetings to an accounting staff
st you can in the 45 days following the end of the quarter, which allows
is you're aware of that haven't come through yet within that time
wing quarter's reporting period. Do not edit a quarterly report after

have to be perfect – they're casual touchpoints with Travel OR. Year-end
d that's what's looked at during annual audits, so more time is given for

Oregon Wine Country License Plate Tourism Promotion Program: Funds Tracker

STEP 1: Input your annual OWCLPTPP budget for the fiscal year in the gold cells in **Table 1**

STEP 2: Input your detailed OWCLPTPP budget information for the fiscal year in the gold cells in

Tactic Category: Choose from dropdown

Tactic Name: A descriptive Tactic Name (your tactic should be unique to OWCLPTPP funds)

Tactic Budget: The budget for that tactic. If you add more funds to the same tactic in FY2, you

Brief Tactic Description: Include a tactic description as you would in the Tactics tab explaining

Vendors/Contractors: Note any vendors or contractors involved

Notes: Space available for Wine Country Regions or Travel OR notes

The white cells in **Table 3** will autopopulate as you add expenditures.

STEP 3: Input OWCLPTPP expenditures in the gold cells in **Table 4** as follows:

Tactic Name: Choose from dropdown (this list will auto-populate to contain the Tactic Names y

Expenditure Amount: Add dollar amount

FY: Choose from dropdown (1 or 2)

Quarter: Choose from dropdown (1, 2, 3, or 4)

TABLE 1: Annual Spend Tracker

Fiscal Year	Budget	Amount Spent
FY1	\$99,772.50	\$ -
FY2	\$ 99,772.50	\$ -

TABLE 2: Quarterly Spend Tracker

Quarter	Amount Spent
FY1	
Q1	\$ -
Q2	\$ -
Q3	\$ -
Q4	\$ -
FY2	
Q1	\$ -
Q2	\$ -
Q3	\$ -
Q4	\$ -

TABLE 3: Tactic Spend Tracker

Tactic Category	Tactic Name	Tactic Budget
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Brand Stewardship	Seattle OTT/Streaming	\$ 80,616.00
Brand Stewardship	Seattle Paid Search/SEM	\$ 15,000.00
Brand Stewardship	Dallas OTT/Streaming	\$ 54,018.00

[illegible]

n **Table 3** as follows:

can amend this number to reflect that.
what the funds are used for

you add in Table 3)

% Spent	Amount Remaining
0%	\$ 99,772.50
0%	\$ 99,772.50

Amount Spent FY1	Amount Spent FY2	Amount Remaining	Brief Tactic Description (include SOW, partners, etc)

	\$ -	\$ 80,616.00	Using Streaming TV (i.e., Hulu, Sling) we will target wine enthusiasts and travel intenders in affluent Seattle zip codes with a :30- video spot promoting the wine and culinary assets of Region 1 (Marion/Polk/Yamhill Counties). The video spot drives viewers to a microsite within WVVA's website, TasteWillametteValley.com, which features the wineries, lodging properties (including deals and promotions), restaurants and culinary experiences in the 3-county region. Target dates for this campaign are Oct/Nov/Dec in 2025 and in 2026.
\$ -	\$ -	\$ 15,000.00	To increase visibility and drive more traffic to TasteWillametteValley.com, we will use Paid Search Engine Marketing (SEM) to target Seattle residents who search using key terms such as wine tasting, wineries, Willamette Valley wine, Sonoma, etc. They will be served with a Google Ad that includes a link to TasteWillametteValley.com.
\$ -	\$ -	\$ 54,018.00	Using Streaming TV (i.e., Hulu, Sling) we will target wine enthusiasts and travel intenders in affluent Dallas, TX, zip codes with a :30 video spot promoting the wine and culinary assets of the Region 1 (Marion/Polk/Yamhill Counties). The video spot drives viewers to a microsite, TasteWillametteValley.com, which features the wineries, lodging properties (including specials and promotions), restaurants and culinary experiences in the 3-county region. Target dates for this campaign are March/April/May of 2026 and 2027.

[illegible]

Vendors or Contractors Involved	Notes	Travel OR Notes

Gray Media/KPTV	<p>This tactic is a continuation of Region 1's 24-25 marketing initiatives. 24-25 was the first year for this campaign in Seattle, and we feel it's important to continue this campaign in order capture market share. We are electing to allocate slightly more ad spend towards the Seattle market (\$80,616) this year based on data that shows Seattle is the top visitor market for the 3-county Region and has the highest visitor spend. The Seattle :30 video spot can be viewed via this link: https://vimeo.com/fox12/review/1032491528/194554db9f</p>	
Gray Media/KPTV	<p>This tactic is a continuation of Region 1's 24-25 marketing initiatives - with a slightly higher allocation of SEM spend designated for the Seattle market. SEM/Paid Search delivered impressions</p>	
Gray Media/KPTV	<p>This tactic is a continuation of Region 1's 24-25 marketing initiatives. We feel it's important to continue this campaign into the 25-27 biennium in order to capture market share. Dallas was selected based on data from the Willamette Valley Wineries Association's recent wine tourism study indicating strongt interest in Willamette Valley wine in Dallas, TX. The Dallas :30 spot can be viewed at this link: https://vimeo.com/fox12/review/1060991213/1308f3152b</p>	

[illegible]

Change #	FY/Qtr	Date	Amount Moved	Original Tactic Category	Original Tactic Name
	<i>FY1 Q2</i>	<i>10/15/24</i>	<i>\$ 1,500.00</i>	<i>Brand Stewardship</i>	<i>Tactic A</i>

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New Tactic Category

New Tactic Name

Destination Stewardship

Tactic B

Justification

Staff no longer have capacity for original tactic *EXAMPLE*

NOTE:
Please reflect a budget in the T (Ex: See Change

If the change in the above change two affected ta

any changes recorded here in your annual Tactics tab and add a note about the change (see Record 2).

moves money between tactic categories, make changes **and** update the annual budget for the tactic categories in the Quarterly Reports tab.

Destination Stewardship
Brand Stewardship
Insights & Impacts
Staffing & Administration
Regional Grant

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