

Oregon Tourism Commission

Balance Sheet

As of October 31, 2025

ASSETS

Current Assets

Checking/Savings

Unrestricted Cash	22,538,953.07
-------------------	---------------

Restricted Cash - Wine Country Plates	922,968.50
---------------------------------------	------------

Total Checking/Savings	23,461,921.57
------------------------	---------------

Accounts Receivable	107,302.02
---------------------	------------

Other Current Assets	810.00
----------------------	--------

Total Current Assets	23,570,033.59
----------------------	---------------

Fixed Assets	502,204.55
--------------	------------

Other Assets	32,982.43
--------------	-----------

TOTAL ASSETS	24,105,220.57
--------------	---------------

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	257,704.42
------------------	------------

Other Current Liabilities	1,304,294.47
---------------------------	--------------

Total Current Liabilities	1,561,998.89
---------------------------	--------------

Total Liabilities	1,561,998.89
-------------------	--------------

Equity & Fund Balances

Accrued Reserved Balance*	1,449,431.35
---------------------------	--------------

Invested in capital assets	329,529.23
----------------------------	------------

Designated Funds

Regional Programs Funding	3,367,976.07
---------------------------	--------------

Grants Funding	981,975.03
----------------	------------

Operating Reserve Fund	1,831,924.55
------------------------	--------------

Net Income	14,582,385.45
------------	---------------

Total Equity	22,543,221.68
--------------	---------------

TOTAL LIABILITIES & EQUITY	48,210,441.14
----------------------------	---------------

Oregon Tourism Commission
Profit & Loss Budget vs. Actual

July through October 2025

	Jul - Oct 25	Budget	\$ Over Budget	% of Budget
Income				
Transient Lodging Tax Income	10,910,833.80	42,800,000.00	-31,889,166.20	25.49%
Lodging Tax from prior period	672,670.00	672,670.00	0.00	100.0%
Interest Income	174,467.66	550,000.00	-375,532.34	31.72%
Misc Revenue	9,057.40	0.00	9,057.40	100.0%
Conference Revenue	0.00	220,000.00	-220,000.00	0.0%
Grant Income	0.00	152,000.00	-152,000.00	0.0%
Welcome Center Brochure Program	25,773.60	60,000.00	-34,226.40	42.96%
Wine Country License Plates	1,367,980.83	1,612,540.28	-244,559.45	84.83%
Reserved for IOF	0.00	35,000.00	-35,000.00	0.0%
Total Income	13,160,783.29	46,067,210.28	-32,906,426.99	28.57%
Beginning Fund Balances				
Beginning Balance - Programs	3,917,209.89	3,917,209.89	0.00	100.0%
Beginning Fund Balance - RCTP	7,861,760.00	7,861,760.00	0.00	100.0%
Beginning Fund Balance - Grants	11,056,368.54	11,056,367.57	0.97	100.0%
Beg. Balance - Unencumbered	211,643.00	211,643.00	0.00	100.0%
Total Income	23,046,981.43	23,046,980.46	0.97	100.0%
Total Sources	36,207,764.72	69,114,190.74	-32,906,426.02	52.39%
Expense				
ADMINISTRATION/OPERATIONS	1,235,822.93	5,526,235.53	-4,290,412.60	22.36%
FUTURE PROGRAM & RESERVE FUNDS	2,945,925.11	11,798,532.00	-8,852,606.89	24.97%
WINE COUNTRY PLATE PROGRAM	450,254.67	1,612,540.28	-1,162,285.61	27.92%
RCTP - PROGRAM ADMINISTRATION	162,903.83	1,826,112.09	-1,663,208.26	8.92%
RCTP - REGIONAL DISTRIBUTION	7,861,760.00	7,861,760.00	0.00	100.0%
GLOBAL MARKETING ADVERTISING	3,521,450.37	13,614,305.00	-10,092,854.63	25.87%
PROMOTIONS & SPONSORSHIPS	10,250.00	234,500.00	-224,250.00	4.37%
GLOBAL SALES MARKETING	272,853.64	1,740,000.00	-1,467,146.36	15.68%
GRANTS - ADMINISTRATION	139,327.04	618,923.11	-479,596.07	22.51%
COMPETITIVE GRANTS - DISBURSED	1,769,145.88	10,737,412.63	-8,968,266.75	16.48%
GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
INSIGHTS & IMPACT	866,702.22	3,332,558.00	-2,465,855.78	26.01%
INDUSTRY STRATEGY/ DEVELOPMENT	101,607.23	840,683.00	-739,075.77	12.09%
PRODUCT & BUSINESS DEVELOPMENT	1,274.45			
INDUSTRY RELATIONS	284,766.09	1,092,500.00	-807,733.91	26.07%
GOVERNOR'S/RURAL CONFERENCE	64,025.00	800,000.00	-735,975.00	8.0%
WELCOME CENTERS	319,211.17	1,453,033.88	-1,133,822.71	21.97%
DESTINATION DEVELOPMENT	788,683.93	2,987,113.00	-2,198,429.07	26.4%
DESTINATION STEWARDSHIP	5,826.44	107,594.22	-101,767.78	5.42%
FULFILLMENT PROGRAM	237,207.33	768,000.00	-530,792.67	30.89%
PUBLICATIONS	151,178.49	405,000.00	-253,821.51	37.33%
WEBSITE	298,752.08	886,325.00	-587,572.92	33.71%
COMMUNICATIONS	136,451.37	595,000.00	-458,548.63	22.93%
Total Expense	21,625,379.27	69,117,690.74	-47,492,311.47	31.29%
Net Income	14,582,385.45	69,117,690.74	-54,535,305.29	21.1%