

**Oregon Tourism Commission**  
**Profit & Loss Budget vs. Actual (Summary)**  
 July 2025 through January 2026

3:39 PM  
 03/04/2026  
 Accrual Basis

	Jul '25 - Jan 26	Budget	\$ Over Budget	% of Budget
<b>Income</b>				
08000 · Transient Lodging Tax Income	26,583,779.76	42,800,000.00	-16,216,220.24	62.11%
0905 · Lodging Tax from prior period	672,670.00	672,669.50	0.50	100.0%
1105 · Interest Income	367,082.46	550,000.00	-182,917.54	66.74%
1106 · Misc Revenue	15,042.96	0.00	15,042.96	100.0%
1115-55 · Conference Revenue	91,145.00	220,000.00	-128,855.00	41.43%
1118 · Welcome Center Brochure Program	42,265.90	60,000.00	-17,734.10	70.44%
1120 · Grant Income	0.00	152,000.00	-152,000.00	0.0%
1130-0 · Beginning Balance - Programs	3,677,209.89	3,677,208.44	1.45	100.0%
1130-1 · Beginning Fund Balance - RCTP	7,861,760.00	7,861,760.00	0.00	100.0%
1130-2 · Beginning Fund Balance - Grants	11,056,368.54	11,047,116.40	9,252.14	100.08%
1130-3 · Beg. Balance from Op. Reserve	240,000.00	240,000.00	0.00	100.0%
1130-6 · Beg. Balance - Unencumbered	211,643.00	211,643.00	0.00	100.0%
1500 · Wine Country License Plates	1,506,909.55	1,612,540.28	-105,630.73	93.45%
<b>Total Income</b>	<b>52,325,877.06</b>	<b>69,104,937.62</b>	<b>-16,779,060.56</b>	<b>75.72%</b>
<b>Gross Profit</b>	<b>52,325,877.06</b>	<b>69,104,937.62</b>	<b>-16,779,060.56</b>	<b>75.72%</b>
<b>Expense</b>				
0.0000 · ADMINISTRATION/OPERATIONS	850,107.35	2,333,531.68	-1,483,424.33	36.43%
0.0001 · ADMIN/OPERATIONS PAYROLL	2,161,805.24	3,539,204.00	-1,377,398.76	61.08%
0.5800 · FUTURE PROGRAM & RESERVE FUNDS	6,645,944.93	11,448,532.00	-4,802,587.07	58.05%
1.5000 · WINE COUNTRY PLATE PROGRAM	599,212.59	1,612,540.28	-1,013,327.69	37.16%
11.0000 · RCTP - PROGRAM ADMINISTRATION	347,476.21	1,786,112.09	-1,438,635.88	19.45%
11.0001 · RCTP - REGIONAL DISTRIBUTION	7,861,760.00	7,861,760.00	0.00	100.0%
2.0000 · GLOBAL MARKETING ADVERTISING	4,543,488.55	9,695,638.00	-5,152,149.45	46.86%
2.0001 · GLOBAL MARKETING PAYROLL	2,130,609.30	3,990,500.00	-1,859,890.70	53.39%
2.5000 · PROMOTIONS & SPONSORSHIPS	93,419.54	234,500.00	-141,080.46	39.84%
3.0000 · GLOBAL SALES MARKETING	758,919.07	1,740,000.00	-981,080.93	43.62%
3.6000 · GRANTS - ADMINISTRATION	292,310.50	618,923.11	-326,612.61	47.23%
3.6001 · COMPETITIVE GRANTS - DISBURSED	2,179,655.18	10,728,161.36	-8,548,506.18	20.32%
3.7000 · GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
4.0000 · INSIGHTS & IMPACT	31,519.66	125,500.00	-93,980.34	25.12%
4.001 · INSIGHTS & IMPACT PAYROLL	1,720,261.60	3,017,137.00	-1,296,875.40	57.02%
4.5000 · INDUSTRY STRATEGY/ DEVELOPMENT	318,452.20	828,734.00	-510,281.80	38.43%
5.0000 · PRODUCT & BUSINESS DEVELOPMENT	6,851.20			
5.4000 · INDUSTRY RELATIONS	666,859.93	1,092,500.00	-425,640.07	61.04%
5.5000 · GOVERNOR'S/RURAL CONFERENCE	219,577.68	800,000.00	-580,422.32	27.45%
6.1000 · WELCOME CENTERS	432,221.85	1,453,033.88	-1,020,812.03	29.75%
6.5000 · DESTINATION DEVELOPMENT	531,698.74	1,221,000.00	-689,301.26	43.55%
6.5001 · DESTINATION DEVELOPMENT PAYROLL	977,131.29	1,766,113.00	-788,981.71	55.33%
6.6000 · DESTINATION STEWARDSHIP	119,109.78	277,629.22	-158,519.44	42.9%
7.0000 · FULFILLMENT PROGRAM	483,567.67	768,000.00	-284,432.33	62.97%
8.0000 · PUBLICATIONS	189,773.16	405,000.00	-215,226.84	46.86%
8.5000 · WEBSITE	555,565.05	886,325.00	-330,759.95	62.68%
9.0000 · COMMUNICATIONS	324,751.42	595,000.00	-270,248.58	54.58%
<b>Total Expense</b>	<b>35,042,049.69</b>	<b>69,104,937.62</b>	<b>-34,062,887.93</b>	<b>50.71%</b>
<b>Net Income</b>	<b>17,283,827.37</b>	<b>0.00</b>	<b>17,283,827.37</b>	<b>100.0%</b>