

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

3:49 PM
 05/22/2026
 Accrual Basis

	Jul '25 - Apr 26	Budget	\$ Over Budget	% of Budget
Income				
08000 · Transient Lodging Tax Income	34,834,267.27	42,800,000.00	-7,965,732.73	81.39%
0905 · Lodging Tax from prior period	672,670.00	672,669.50	0.50	100.0%
1105 · Interest Income	513,384.60	550,000.00	-36,615.40	93.34%
1106 · Misc Revenue	19,354.90	0.00	19,354.90	100.0%
1115-55 · Conference Revenue	226,775.00	220,000.00	6,775.00	103.08%
1118 · Welcome Center Brochure Program	57,338.67	60,000.00	-2,661.33	95.56%
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	1,619,687.82	1,612,540.28	7,147.54	100.44%
Total Income	60,990,459.69	69,104,937.62	-8,114,477.93	88.26%
Gross Profit	60,990,459.69	69,104,937.62	-8,114,477.93	88.26%
Expense				
0.0000 · ADMINISTRATION/OPERATIONS	1,236,263.42	2,954,611.18	-1,718,347.76	41.84%
0.0001 · ADMIN/OPERATIONS PAYROLL	3,148,516.54	4,014,000.00	-865,483.46	78.44%
0.5800 · FUTURE PROGRAM & RESERVE FUNDS	8,708,566.80	11,448,531.88	-2,739,965.08	76.07%
1.5000 · WINE COUNTRY PLATE PROGRAM	649,936.38	1,762,659.60	-1,112,723.22	36.87%
11.0000 · RCTP - PROGRAM ADMINISTRATION	518,923.55	852,000.00	-333,076.45	60.91%
11.0001 · RCTP - REGIONAL DISTRIBUTION	7,861,760.00	7,531,860.44	329,899.56	104.38%
2.0000 · GLOBAL MARKETING ADVERTISING	8,669,084.61	9,506,463.00	-837,378.39	91.19%
2.0001 · GLOBAL MARKETING PAYROLL	3,034,826.02	3,855,500.00	-820,673.98	78.71%
2.5000 · PROMOTIONS & SPONSORSHIPS	100,919.54	185,000.00	-84,080.46	54.55%
3.0000 · GLOBAL SALES MARKETING	1,458,133.06	1,865,000.00	-406,866.94	78.18%
3.5000 · GLOBAL STRATEGIC PARTNERSHIPS	214.81			
3.6000 · GRANTS - ADMINISTRATION	419,856.43	706,800.00	-286,943.57	59.4%
3.6001 · COMPETITIVE GRANTS - DISBURSED	2,470,767.61	10,728,161.36	-8,257,393.75	23.03%
3.7000 · GRANTS & AWARDS - OTHER	0.00	279,563.00	-279,563.00	0.0%
4.0000 · INSIGHTS & IMPACT	49,629.86	135,430.40	-85,800.54	36.65%
4.001 · INSIGHTS & IMPACT PAYROLL	2,450,430.68	3,004,440.60	-554,009.92	81.56%
4.5000 · INDUSTRY STRATEGY/ DEVELOPMENT	508,683.02	831,500.00	-322,816.98	61.18%
5.0000 · PRODUCT & BUSINESS DEVELOPMENT	9,819.66			
5.4000 · INDUSTRY RELATIONS	787,770.44	1,092,500.00	-304,729.56	72.11%
5.5000 · GOVERNOR'S/RURAL CONFERENCE	847,619.51	800,000.00	47,619.51	105.95%
6.1000 · WELCOME CENTERS	566,429.49	1,453,033.88	-886,604.39	38.98%
6.5000 · DESTINATION DEVELOPMENT	672,708.71	943,779.00	-271,070.29	71.28%
6.5001 · DESTINATION DEVELOPMENT PAYROLL	1,371,085.53	1,397,738.00	-26,652.47	98.09%
6.6000 · DESTINATION STEWARDSHIP	112,427.92	606,899.56	-494,471.64	18.53%
7.0000 · FULFILLMENT PROGRAM	666,752.71	768,000.00	-101,247.29	86.82%
8.0000 · PUBLICATIONS	267,777.67	655,000.00	-387,222.33	40.88%
8.5000 · WEBSITE	758,971.95	885,000.00	-126,028.05	85.76%
9.0000 · COMMUNICATIONS	443,433.64	595,000.00	-151,566.36	74.53%
Total Expense	47,791,309.56	68,858,471.90	-21,067,162.34	69.41%
Net Income	13,199,150.13	246,465.72	12,952,684.41	5,355.37%