



Oregon Cultural Trust

Budget Committee

June 27, 2025

10:00am-11:00am

Virtual Meeting

<https://oregon4biz.zoom.us/j/87435550153?pwd=W0NNcpHai9MX8WnWKj3kHDIKvNf8SF.1>

Agenda

1. Update on Partner Augmentation Grant (Sean and Liora)
2. Budget Development Discussion (Sean)
3. Schedule Next Meeting (Liora)

Cultural Trust Actuals May 2025		OTHER FUNDS							
	COMPT SOURCE GROUP TITLE	Budget	Actuals	Projections	Savings/(Deficit)	Total Budget	Total Actuals	Total Projections	Total Savings/(Deficit)
	CLASS/UNCLASS SALARY & PER DIEM	906,225	802,217	113,278	(9,270)	906,225	802,217	113,278	(9,270)
	TEMPORARY APPOINTMENTS		43,791		(43,791)	0	43,791	0	(43,791)
	OVERTIME PAYMENTS		4,295		(4,295)	0	4,295	0	(4,295)
	SHIFT DIFFERENTIAL		56		(56)	0	56	0	(56)
	ALL OTHER DIFFERENTIAL		738		(738)	0	738	0	(738)
	ERB ASSESSMENT	238	171	30	37	238	171	30	37
	PUBLIC EMPLOYES' RETIREMENT SYSTEM	154,263	153,054	19,283	(18,074)	154,263	153,054	19,283	(18,074)
	PENSION BOND CONTRIBUTION	36,161	41,075	4,520	(9,434)	36,161	41,075	4,520	(9,434)
	SOCIAL SECURITY TAX	76,707	64,357	9,588	2,761	76,707	64,357	9,588	2,761
	UNEMPLOYMENT ASSESSMENT		2,554		(2,554)	0	2,554	0	(2,554)
	PAID FAMILY MEDICAL LEAVE INSURANCE	3,321	3,365	415	(459)	3,321	3,365	415	(459)
	WORKERS' COMPENSATION ASSESSMENT	207	163	26	18	207	163	26	18
	MASS TRANSIT	5,006	4,416	626	(35)	5,006	4,416	626	(35)
	FLEXIBLE BENEFITS	178,200	135,853	22,275	20,072	178,200	135,853	22,275	20,072
	OTHER PAYROLL EXPENSES	0		0	0	0	0	0	0
	ATTRITION	(8,289)		(1,036)	(7,253)	(8,289)	0	(1,036)	(7,253)
PERSONAL SERVICES SubTotal		1,352,039	1,256,103	169,005	(73,069)	1,352,039	1,256,103	169,005	(73,069)
	INSTATE TRAVEL	26,871	5,756		21,115	26,871	5,756	0	21,115
	OUT-OF-STATE TRAVEL		2,220		(2,220)	0	2,220	0	(2,220)
	EMPLOYEE TRAINING	6,179	18		6,161	6,179	18	0	6,161
	OFFICE EXPENSES	25,478	154,102		(128,624)	25,478	154,102	0	(128,624)
	TELECOMM/TECH SVC AND SUPPLIES	5,250	2,590		2,660	5,250	2,590	0	2,660
	STATE GOVERNMENT SERVICE CHARGES	82,865	75,704		7,161	82,865	75,704	0	7,161
	DATA PROCESSING	35,075	18,443		16,632	35,075	18,443	0	16,632
	PUBLICITY & PUBLICATIONS	1,038,847	375,164		663,683	1,038,847	375,164	0	663,683
	PROFESSIONAL SERVICES	422,983	445,457		(22,474)	422,983	445,457	0	(22,474)
	IT PROFESSIONAL SERVICES		3,479		(3,479)	0	3,479	0	(3,479)
	ATTORNEY GENERAL LEGAL FEES	12,248	20,075		(7,827)	12,248	20,075	0	(7,827)
	EMPLOYEE RECRUITMENT AND DEVELOPMENT	2,676			2,676	2,676	0	0	2,676
	DUES AND SUBSCRIPTIONS	176			176	176	0	0	176
	LEASE PAYMENTS & TAXES	14,203	50,492		(36,289)	14,203	50,492	0	(36,289)
	OTHER SERVICES AND SUPPLIES	10,978	108,866		(97,888)	10,978	108,866	0	(97,888)
	EXPENDABLE PROPERTY \$250-\$5000	1,169			1,169	1,169	0	0	1,169
	IT EXPENDABLE PROPERTY	702	12,145		(11,443)	702	12,145	0	(11,443)
SERVICES AND SUPPLIES SubTotal		1,685,700	1,274,511	0	411,189	1,685,700	1,274,511	0	411,189
	OFFICE FURNITURE AND FIXTURES		8,855		(8,855)	0	8,855	0	(8,855)
CAPITAL OUTLAY SubTotal		0	8,855	0	(8,855)	0	8,855	0	(8,855)
	DISTRIBUTION TO COUNTIES	964,802	644,962		319,840	964,802	644,962	0	319,840
	DISTRIBUTION TO OTHER GOVTS	831,988	265,214		566,774	831,988	265,214	0	566,774
	DISTRIBUTION TO NON-GOVERNMENTS	3,255,608	78,513		3,177,095	3,255,608	78,513	0	3,177,095
	SPECIAL PAYMENT TO PUBLIC UNIVERSITIES		40,853		(40,853)	0	40,853	0	(40,853)
	DISTRIBUTION TO NON-PROFIT ORG	179,019	5,198,706		(5,019,687)	179,019	5,198,706	0	(5,019,687)
	OTHER SPECIAL PAYMENTS	8,189			8,189	8,189	0	0	8,189
	DIST TO PARKS AND RECREATION	313,724			313,724	313,724	0	0	313,724
SPECIAL PAYMENTS SubTotal		5,553,330	6,228,248	0	(674,918)	5,553,330	6,228,248	0	(674,918)
Cultural Trust EXPENDITURES Total		8,591,069	8,767,718	169,005	(345,654)	8,591,069	8,767,718	169,005	(345,654)

Draft 6/2025

Oregon Cultural Trust - Distribution Plan

FY2026			
% of Allocation	Amount		
Contributions and Earnings			
Marketing and Promotion (License Plate)		\$800,000	
Revenue from Annual Contributions (from PY)		\$5,300,000	estimate June 20, 2025
Interest & Investment Earnings (from PY)		\$1,700,000	estimate May 30, 2025
Grand Total Contributions and Earnings (Grants and Permanent Fund)		\$7,000,000	
Cash & Equivalents			
Permanent Fund (OITP) Ending Balance		\$48,454,750	
Cultural Development Trust - F3006 (as of 6/14/25)		\$6,410,752	
Cultural Trust Operations - F3007 (as of 6/14/25)		\$2,468,971	
Total -		\$57,334,473	
Allocations			
Permanent Fund Allocation (before admin assessment)		40% \$2,800,000	
Disbursement (Grants and Administration)		60% \$4,200,000	limitation for 25-27 is \$7,740,000
Grand Total Allocations		100% \$7,000,000	
Disbursement Detail			
Disbursement for Trust Administration		4% \$1,938,190	
Disbursement for Competitive Grants, Partners and Coalitions		\$4,200,000	
Total:		\$6,138,190	

FY2026		
	% of Allocation	Amount
Competitive Grants, Partners and Coalitions Detail		
Cultural Development Grants	50%	\$2,100,000
Cultural Participation Grants (Coalitions)	25%	\$1,050,000
Cultural Partner Grants	25%	\$1,050,000
Total:	100%	\$4,200,000
Partner Grants - Detail (Percentages Set by Statute)		
Cooperative Partner Projects	20.0%	\$210,000
Oregon Arts Commission	26.7%	\$280,000
Oregon Council for the Humanities	26.7%	\$280,000
Oregon Heritage Commission	8.9%	\$93,333
Oregon Historical Society	8.9%	\$93,333
State Historic Preservation Office	8.9%	\$93,333
Total:	100%	\$1,050,000
Allocation to Permanent Fund 40%		\$2,800,000
Allocation to Administration - up to 2% of Development Account		\$1,938,190
Net Transfer to Permanent Fund		\$861,810

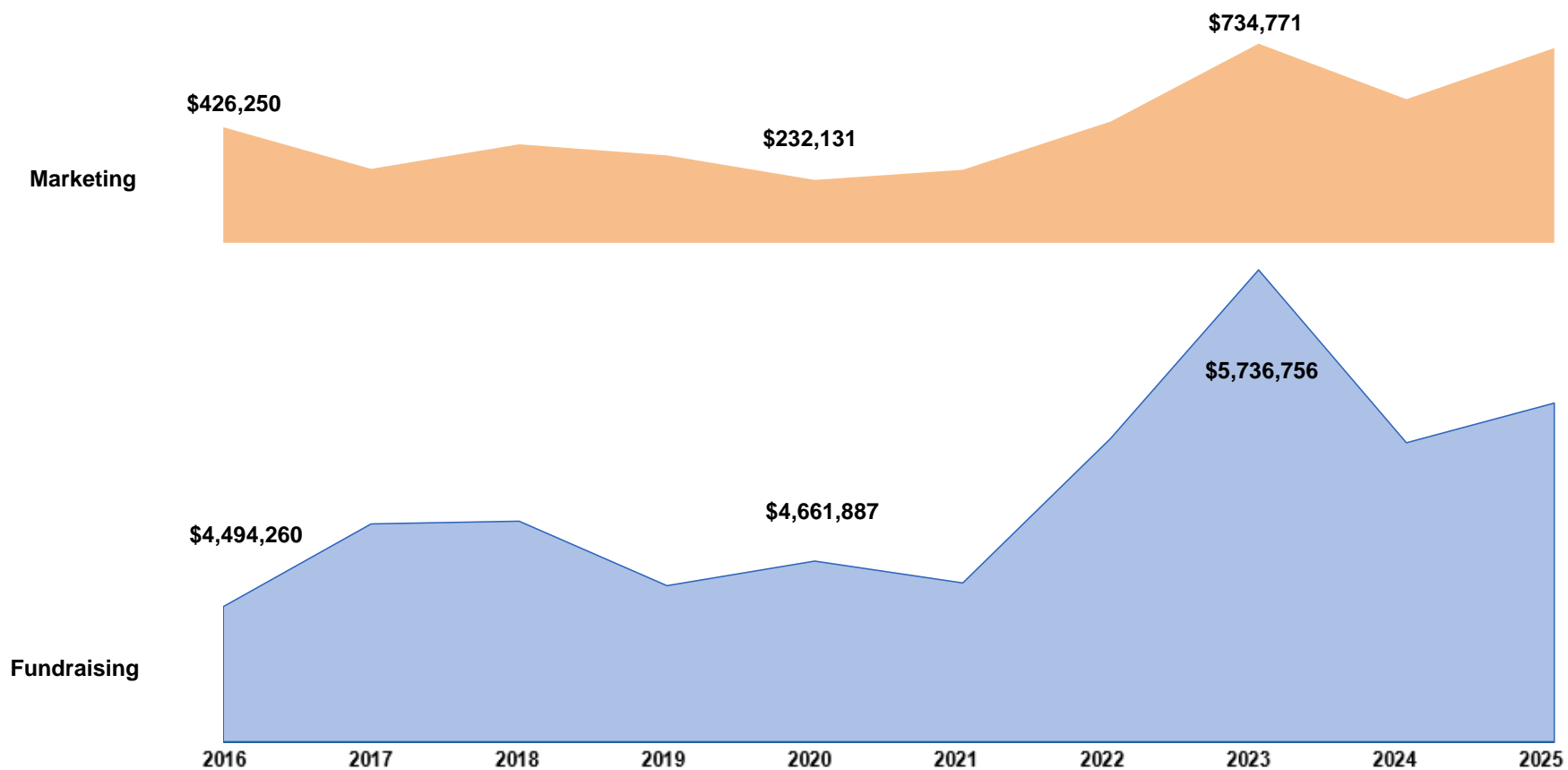
Note any balance of unspent administrative funds will be allocated to permanent fund near the end of the Biennium

Fiscal Year	Marketing Budget	Contract totals *	Printing/Mailing	Personnel	Notes	Fundraising Total
2016	\$ 426,250	\$ 164,500	\$ 57,774		Rebranding/website	\$ 4,494,260
2017	\$ 272,349	\$ 365,000	\$ 41,630			\$ 4,799,654
2018	\$ 363,511	\$ 179,000	\$ 48,147	\$ 109,396		\$ 4,809,204
2019	\$ 322,233	\$ 175,000	\$ 22,450	\$ 114,622		\$ 4,571,693
2020	\$ 232,131	\$ 95,000	\$ 18,000	\$ 127,047		\$ 4,661,887
2021	\$ 269,079	\$ 75,000	\$ 17,500	\$ 156,579		\$ 4,581,623
2022	\$ 447,600	\$ 225,000	\$ 58,672	\$ 156,921	New plate debuts	\$ 5,114,935
2023	\$ 734,771	\$ 390,000	\$ 63,050	\$ 156,921	Brand audit	\$ 5,736,756
2024	\$ 529,916	\$ 354,000	\$ 100,000	\$ 39,230	Color brochure/new movers	\$ 5,098,496
2025	\$ 718,500	\$ 480,000			\$100,000 license plate/\$30	\$ 5,244,816

*Not actuals, includes paid advertising



Comparison of Fundraising with Marketing Budget



CALENDAR YEAR	Donation \$	Donations	New Donors	Notes
2013	\$4,165,920.84	8111	1103	
2014	\$4,331,090.09	8245	1006	
2015	\$4,568,729.70	8519	1005	
2016	\$4,568,057.06	8452	1058	
2017	\$4,893,968.82	8981	1573	
2018	\$4,530,569.02	8189	1352	
2019	\$4,587,338.55	9488	1736	
2020	\$5,203,341.34	11184	2661	
2021	\$5,553,056.86	10608	1630	*Received \$270,120 bequest
2022	\$5,228,258.00	10845	1452	
2023	\$5,412,092.80	10294	978	*Received \$369,145 bequest
2024	\$5,211,613.00	10570	1138	

Oregon Cultural Trust Marketing Spending Plan

2023-2025 Biennium

	Line Item Description	FY24 Plan and Actuals	FY25 Plan
REVENUE- MARKETING AND OUTREACH			
1	Marketing and Promotion (License Plate)	\$767,415	\$757,706
2	License Plate Sponsorship	\$0	\$0
3	Board Sponsorship	\$0	\$0
4	Total Revenue	\$767,415	\$757,706
EXPENSES - MARKETING AND OUTREACH			
2	Advertising	\$390,000	\$500,000
2.1	Bell & Funk Contract	\$75,000	\$0
2.3	Turell Group	\$0	\$100,000
2.4	Watson Contract	\$300,000	\$365,000
2.5	Direct Media Buys	\$15,000	\$10,000
2.6	Contingency (Turell)	\$0	\$25,000
3	Printing and Direct Mail	\$78,000	\$78,500
3.1	Printing (Collateral)	\$55,000	\$10,000
3.2	Printing (Acknowledgements)	\$500	\$500
3.3	Appeals (Printing and Mailing)	\$5,000	\$45,000
3.4	Direct Mail (Collateral)	\$7,100	\$10,000
3.5	Postage (Acknowledgements)	\$7,000	\$8,000
3.6	Banners (Pull up for lobbies)	\$3,400	\$5,000
4	Cultural Trust License Plate	\$16,916	\$85,000
4.1	Direct Mail (New Resident Mailing Cards)	\$0	\$25,000
4.2	Promotion Events	\$10,500	\$10,000
4.3	Murals and Promotional Opportunities	\$3,000	\$30,000
4.4	Merchandising	\$1,216	\$10,000
4.5	Liza Burns Contract	\$700	\$5,000
4.6	Contingency	\$1,500	\$5,000
5	Other Marketing Expenses	\$45,000	\$55,000
5.1	Professional Services (IT, Website)	\$10,000	\$10,000
5.2	Professional Services (Contract Writer)	\$10,000	\$10,000

	Line Item Description	FY24 Plan and Actuals	FY25 Plan
5.3	Coalition Initiatives	\$20,000	\$20,000
5.4	Ambassador Program Expenses	\$0	\$10,000
5.5	Other Marketing Contingencies	\$5,000	\$5,000
6	Personnel	\$0	\$0
6.1	Trust Communications/Information Staff	Researching	\$0
7	Subtotal Marketing/Outreach	\$529,916	\$718,500
	Balance	\$237,499	\$39,206