

**SB 316 STAFF MEASURE SUMMARY**

**Senate Committee On Business and Transportation**

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**Prepared By:** Patrick Brennan, LPRO Analyst

**Sub-Referral To:** Joint Committee On Ways and Means

**Meeting Dates:** 2/27

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**WHAT THE MEASURE DOES:**

Directs the Oregon Wine Board to establish and operate a program for wine market access and wine promotion. Specifies that the Oregon Liquor Control Commission is to pay \$1.5 million in wine production and distribution tax revenue to the Board account each year to allow Board to carry out the program.

NOTE: MEASURE HAS A SUBSEQUENT REFERRAL TO JOINT WAYS AND MEANS

**ISSUES DISCUSSED:**

**EFFECT OF AMENDMENT:**

*[-1 amendment]* Clarifies that wine tax revenues are to be first distributed to local governments, mental health services and the Commission for administrative purposes, prior to allocation of \$1.5 million for promotion purposes.

**BACKGROUND:**

The Oregon Wine Board is a semi-independent state agency, created in 2003, that is charged with the promotion of Oregon's wine industry, comprised of nine members appointed by the Governor. Its activities include managing marketing, research, and education initiatives that support and advance the state's wine growers and wineries. The Board is funded by taxes on wine grapes and on the sale of wine sold in Oregon.