

Requested by JOINT COMMITTEE ON WAYS AND MEANS

**PROPOSED AMENDMENTS TO
A-ENGROSSED SENATE BILL 316**

1 On page 1 of the printed A-engrossed bill, line 2, after “Board;” delete the
2 rest of the line and line 3 and insert “and declaring an emergency.”.

3 Delete lines 5 through 26 and delete page 2 and insert:

4 **“SECTION 1. (1) The Oregon Wine Board shall establish and operate**
5 **a program designed to enhance and extend the reach, frequency and**
6 **impact of wine industry distribution and promotional programs. The**
7 **program must be designed to:**

8 **“(a) Focus on the development of new market expansion, especially**
9 **for smaller wineries;**

10 **“(b) Increase awareness of Oregon wines by domestic and foreign**
11 **customers;**

12 **“(c) Leverage increased research investments; and**

13 **“(d) Enhance existing local promotional events throughout this**
14 **state.**

15 **“(2) The program must include, but need not be limited to, efforts**
16 **to target prospective consumers of Oregon wines, encouraging tourism**
17 **in wine-producing areas of this state and promoting ongoing purchases**
18 **of Oregon wine by visitors to Oregon who have returned home.**

19 **“(3) The board shall consult and work cooperatively with industry**
20 **stakeholders, including but not limited to stakeholders involved in**
21 **tourism promotion, economic development, agriculture, education,**

1 marketing and promotion of wine trades.

2 “(4) The board shall submit a report to the Director of the Oregon
3 Business Development Department that includes, but need not be
4 limited to, information describing any use by the board of the moneys
5 paid into the board account under section 2 of this 2017 Act. The board
6 shall submit the report with the first annual plan and budget prepared
7 and submitted for a board fiscal year that begins on or after January
8 1, 2019.

9 **“SECTION 2. (1) In addition to and not in lieu of any other appro-**
10 **priation, there is appropriated to the Oregon Department of Adminis-**
11 **trative Services, for the biennium beginning July 1, 2017, out of the**
12 **General Fund, the amount of \$500,000, which may be used solely for**
13 **the purpose of allocated payments into the account established by the**
14 **Oregon Wine Board under ORS 182.470.**

15 “(2) Notwithstanding ORS 182.470 and 576.775, the board may expend
16 moneys received by the board account under this section only for the
17 purpose of carrying out the program described in section 1 of this 2017
18 Act.

19 **“SECTION 3. Section 1 of this 2017 Act is repealed June 30, 2019.**

20 **“SECTION 4. This 2017 Act being necessary for the immediate**
21 **preservation of the public peace, health and safety, an emergency is**
22 **declared to exist, and this 2017 Act takes effect July 1, 2017.”.**

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