Contract
Nebraska Winery and Grape Growers' Association (NWGGA) - #18-13-051 - $4,000

Contact
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Issue of Interest
As the Nebraska grape and wine industry continues to grow, we find it difficult to summarize our progress and the industry's impact on the State of Nebraska. Retaining someone to capture data and provide an economic impact study will be beneficial to NWGGA moving forward. This opportunity will provide NWGGA with strategic planning, and a legitimate resource to utilize for legislative purposes, as well as media interviews.

Approach to Problem
The NWGGA Board discussed how to proceed with gathering statistics. A survey of some type would be beneficial, and an uninvolved fiscal analyst would be best served to collect and analyze the data.

Goals/Achievement of Goals
The Board agreed to retain the UNL Bureau of Business Research to conduct industry surveys and poll consumers in the wineries and tasting rooms. The data on this standardized survey was then evaluated.

Results, Conclusions, Lessons Learned
The end results showed that the Nebraska wine and grape industry has grown significantly and is a benefit to Nebraska tourism. It was concluded that these statistics were significant, and the industry not only contributed in wine sales and tax revenue, but also generated business travel in rural areas of the state, encouraged tourism, and generated out-of-pocket spending in the wineries and tasting rooms.

Progress According to Outcome Measures
A second Phase II Economic Impact Study has recently been completed, concluding that the industry's impact had grown to $12 million, including $3.8 million in worker wages over the past two years. Sales of wine grew six fold from 2000 to 2008. These jobs, taxes, and tourism figures were significant to our testimony during this legislative session and greatly assisted in displaying the constant growth of the industry and its benefit to Nebraska.