

**Contract**

Nebraska Winery and Grape Growers Association (NWGGA) Executive Director and Marketing – #18-01-189

**Grant Amount**

\$57,635

**Contact**

NWGGA

Cary Potter, Executive Director

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**Issue of Interest**

NWGGA was the recipient of \$57,635 from the Winery and Grape Producer's Promotional Fund. These funds were dedicated to funding the newly created position of Executive Director and for marketing activities, which made it possible for NWGGA to continue to increase the competitiveness and sustainability of our industry.

**Approach to Problem**

Concerning the Executive Director's Position, NWGGA invoiced \$36,000 for the Executive Director's position and expenses. In regards to marketing and education, NWGGA was able to utilize remaining funds for improvements to the web site (\$3,000), as per a prior contract. Due to the popularity of the program, we ordered (\$1,994.22) and reordered 2009 Passport wine tour brochures (\$1,484.67), and reimbursed wineries and tasting rooms that honored "Winery Buck" certificates (\$3,900). Additionally, we hosted a Wine Trail Development Seminar with a nationally recognized speaker (\$925.64), secured print media space with the Nebraska Tourism Partnership (\$3,020), and promoted the industry on the *Nebraska Tourism Recreation* home pages, *AAA Midwest Traveler*, and *Motor Home* magazines. NWGGA participated in a Cold Climate regional education session; Ed Swanson participated on the association's behalf (\$594.84) to promote cold hardy grapes. NWGGA continues to pursue information and to gain further education about the industry and has retained the Nebraska Bureau of Business Research to complete an Impact Study (\$6,000). The report identified an economic impact in the amount of \$20,919.37.

**Goals/Achievement of Goals**

These funds were dedicated to funding the newly created position of Executive Director and for marketing activities. This made it possible for the association to continue to increase competitiveness and sustainability of our industry.

**Results, Conclusions, Lessons Learned**

This position has been important to NWGGA for purposes of organizing the NWGGA business, creating accountability and timely reporting of grants, organizing association documents, coordinating marketing outreach activities, crafting press releases, and acting as a facilitator and point of contact between association members and the board of directors.

**Progress According to Outcome Measures**

This position has been important to NWGGA for purposes of organizing the NWGGA business, creating accountability and timely reporting of grants, organizing association documents, coordinating marketing outreach, crafting press releases, and acting as a facilitator and point of contact between members and the Board.