

NGWB Grant Final Report

Contract #: 18-13-118

CONTACT INFORMATION

Mac's Creek Winery

Barry McFarland

43315 Rd 757

Lexington, NE 68850

(308) 324-0440

barry@macscreekvineyards.com

ISSUE OF INTEREST

The need to stimulate interest and demand for Nebraska wine products and attracting customers to central Nebraska which will, in turn, expand the income and economic opportunities in central Nebraska.

APPROACH TO PROBLEM

Development of a web site and print advertisements for the recently incorporated Heart of Nebraska Wine Trail.

GOALS/ACHIEVEMENT OF GOALS

Desired Outcomes:

1. Development of Heart of Nebraska Wine Trail website
2. Development of print advertising to market Wine Trail

RESULTS, CONCLUSIONS, LESSONS LEARNED

Website has been successfully developed and can be found at <http://heartofnebraskawinetrail.com>. Website highlights the four wine trail member wineries (i.e., Mac's Creek, Three Brothers, Feather River, and 5 Trails). Website also features links to Nebraska wine industry and highlights other tourism entities in the central region of the state in an effort to encourage travelers to visit these locations while exploring and discovering central Nebraska and their respective wineries. Print advertisement and tradeshow show booth rental were also both developed to market the wine trail statewide.

PROGRESS ACHIEVED ACCORDING TO OUTCOME MEASURES

All outcome measures were achieved and while this project focused on the recently developed Heart of Nebraska Wine Trail, the project also brought attention to the entire wine industry statewide. As a result, a fourth wine trail has now been developed. Wine trails now span nearly the entire state (eastern, western, central, and east/central regions). This wine trail has now also garnered the attention of state tourism marketing efforts. Thus, this funding has successfully served as the catalyst of these marketing efforts for the statewide wine industry which has since grown significantly.

FINANCIAL REPORT

Web design/consultation/development	= \$3500
Print advertising/rack cards	= 1500
TOTAL	= \$5000