

Contract 18-13-189
NWGGA – Executive Director and Marketing

Grant Amount
\$36,000

Contact Information

Nebraska Winery & Grape Growers Association

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Issue of Interest

This grant is to fund an executive director position for the NWGGA and pay for marketing activities, both of which are designed to increase competitiveness and sustainability of Nebraska's grape and wine industry.

Approach to Problem

The grant was used to continue the ongoing salary of the NWGGA's executive director position which equated to \$3,000 a month over a twelve-month period. The remaining \$14,000 portion of the grant was utilized to fund various marketing initiatives of the NWGGA.

Goals/Achievement of Goals

The overall goal is to increase competitiveness and sustainability of Nebraska's grape and wine industry. The NWGGA believes that the best way to undertake this effort is to have an executive director who can oversee all Association matters and initiatives.

Many of the Association members work either fulltime in the wine and grape industry or have outside fulltime employment while working part time in the wine and grape industry. Hiring an executive director who has the expertise to manage both the Association, handle the necessary legal and business related filings, and has the requisite amount of time to focus on Association matters is viewed as preferable.

Additional marketing efforts were undertaken in connection with a separate portion of the grant. This included the following:

Passport Brochure, reprint, and brochure shipping – a pamphlet was produced and printed for use with the Passport Winery and Tasting Room Tour program. This is an

ongoing program promoting tourism across the state whereby consumers receive an incentive if they visit a certain number of wineries and tasting rooms across the state.

Wine Trails Map – a map was produced and used in connection with the wine trails program grant. The map depicted the various regional trails and participating merchants of the program.

Winery Buck Reimbursements – Winery buck gift certificates are presented to passport participants who visit a requisite number of wineries and tasting rooms across the state. This reimbursement is handled under the Passport Tour Program Grant from the NWGA. Because an overage existed beyond the \$6,000 grant received from that grant, an additional \$1,280 was utilized to cover the overage. The success of the passport tour and the interest shown by participants of the program led to this overage.

Results, Conclusions, Lessons Learned

The NWGGA continues to move forward with the assistance of an executive director. The significance of having one individual responsible for Association business and knowledgeable in the management of associations has been instrumental in enabling the Association to undertake its goal to increase competitiveness and sustainability of Nebraska's grape and wine industry.

Progress Achieved According to Outcome Measures

The use of this grant helps in the long-term sustainability of the wine and grape industry in Nebraska because it recognizes that the industry is of a sufficient nature and size to require an individual directly connected to the business of association management. Given the overall size and number of wineries, growers and tasting rooms across the state, centralized communication between the leadership and the NWGGA members is crucial in coordinating events and working together to expand the industry within the State.

Additional promotional and marketing efforts are necessary to inform the public of NWGGA events, goals and programs to benefit members and consumers of wine and grape products in Nebraska.

Financial Report

The total grant amount was \$50,000. Of this amount \$36,000 was set aside to fund the executive director position, and \$14,000 was scheduled to fund marketing activities. Of these amounts \$47,665.68 was spent, leaving an unused balance of \$2,334.32, which remained with the NGWB.

An expense for the Executive Director and Marketing grant is as follows:

Executive Director	\$36,000.00	(\$3,000 a month salary & expenses)
Passport Brochure	\$ 5,138.45	
Drop ship brochures	\$ 769.17	
Wine Trails Map	\$ 137.12	
Reprint Passport Brochure	\$ 3,540.94	
Drop ship 2 nd printing of passport	\$ 800.00	
Overage Passport Winery Bucks	<u>\$ 1,280.00</u>	
Total	\$47,665.68	