

Contract Number 18-13-099
NWGGA – Passport Program

Grant Amount
\$6,000

Contact Information

Nebraska Winery & Grape Growers Association

Jason W. Hayes, Executive Director
1335 'H' Street, Suite 230
Lincoln, NE 68508-3784
(308) 746-3861
jason@nebraskawines.com

Issue of Interest

Nebraska's Wine Tour Passport Program is an existing incentive program for tourists and consumers to visit approximately twenty-one wineries, and ten tasting rooms across the State of Nebraska. The \$6,000 grant was obtained to continue promotion of the program from October 31, 2009 through June 30, 2010.

Approach to Problem

Nebraska's Wine Tour Passport Program provides incentive rewards called "Winery Bucks" to consumers who visit at least fifteen different wineries and at least two tasting rooms across the State. Consumers who tour participating locations and purchase wine tastings received a stamp for each visited location. Based upon the number of stamps obtained, consumers then received winery bucks for the purchase of Nebraska wine from the various participating locations.

Goals/Achievement of Goals

The program was designed to encourage tourism by providing an incentive for travelers to visit a number of localities, which contain wineries or tasting located within or nearby. Businesses and tourist related services in these communities benefitted from an increase in grape and wine industry related tourism and traffic. By providing incentives, tourists not only travelled to these wineries and tasting rooms throughout the state, but after obtaining the winery bucks, the money was used to purchase goods at these wineries and tasting rooms to provide an additional positive economic impact to the wine and grape growing industry in Nebraska.

Results, Conclusions, Lessons Learned

The program was designed to encourage tourism by providing an incentive for travelers to visit a number of localities, which contain wineries or tasting located within or nearby.

Although we do not have any direct economic information as to how each community was benefitted from this additional traffic of participating throughout the entire state, we do know that approximately 120 patrons receiving winery bucks through this specific grant program, revisited area wineries and tasting rooms to redeem those incentives.

One lesson learned over the past eight months while the grant funds were utilized, is that the NWGGA needs to design and implement additional program processes, which will make the incentives more practical to both administer from the perspective of the NWGGA and to redeem from the perspective of the consumer. During the continuation of the passport program beyond June 30, 2010, modifications will be made to our policies that will change the method by which winery bucks are utilized.

The plan is to begin using winery buck gift visa cards issued through a Nebraska regional banking institution. This will expedite delivery of the incentives to the patrons, as well as give the NWGGA the ability to have better data as to the communities where winery buck Visa gift cards are used. In establishing the use of Visa gift cards, the NWGGA will be contracting for both the collection and receiving of this data. The NWGGA will be able to incorporate it into future reports presented to the NGWB.

Progress Achieved According to Outcome Measures

A total of \$6,000 worth of winery bucks were issued throughout the eight-month duration of this grant program. An additional \$1,280 worth of winery bucks were distributed in connection with Grant Contract Number 18-13-189. This translated into approximately 120 patrons under this specific grant and an additional 25 patrons under the separate marketing grant receiving winery bucks and taking part in the passport program during the 2009-10 fiscal year. This represents under this grant alone, roughly fifteen tourists submitting completed passport program cards for reimbursement during each month this grant program was in place and running.

Financial Report

Of the \$6,000.00 provided in grant funds, the NWGGA distributed \$6,000 worth of winery bucks, for total program expenses of \$6,000.00. All grant funds were utilized during the eight-month program period.