

Contract Number 18-13-102
NWGGA – Wine Trail

Grant Amount
\$18,000

Contact Information

Nebraska Winery & Grape Growers Association

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Issue of Interest

Development of a Nebraska Winery Trail Marketing package to increase public awareness of Nebraska's grape and wine industry, educate consumers and attract wine enthusiasts to Nebraska wineries.

Approach to Problem

The need was to increase tourism to Nebraska wineries in various regions across the state.

Goals/Achievement of Goals

The goal was to launch a promotional endeavor that would be utilized to promote regional wine trails across the state. Nebraska was divided into four regions. By segmenting various groups of wineries based upon region, tourists could be encouraged to travel to a group of wineries during a daytrip or perhaps during an extended stay to not only visit the wineries, but attractions and restaurants of the encompassing communities as well. A brochure highlighting the four regions and website was created showcasing all the regions.

The regions comprised North, West, Southeast, and central areas of Nebraska. Each region was responsible for setting up their particular trail guidelines. Trails identified wineries, vineyards, tasting rooms, tourism locations, bed and breakfasts, and iconic restaurants in their area.

Results, Conclusions, Lessons Learned

The grant duration was October 31, 2009 to June 30, 2010, but given the time involved in the production of the brochures, these materials were not completed until June, 2010. In addition, there was time involved in getting all the participating establishments

organized, as well as having each trail program establish their own set of guidelines. As consumers begin participating in these wine trail packages, the NWGGA will collect data to ascertain the total increase in traffic as a result of the wine trail program.

Progress Achieved According to Outcome Measures

Outcome will be achieved by determining whether there is increased traffic as a result of the wine trail packages. As stated, the goal of the program was to enhance the tourism experience by not just focusing on the wineries and tasting rooms per se, but in focusing on all the various tourist specialties that the four regions have to offer while having that encompassed within a winery and tasting room experience.

It is fair to note that the program is still in the process of being implemented and the full impact of the wine trail packages is still being realized. The primary undertaking, organizing the wine trails and producing a brochure, was completed during the course of the grant program.

Financial Report

The total grant amount was \$18,000. Of this amount \$16,733.93 was spent, leaving an unused balance of \$1,266.07, which remained with the NGWB.

An expense listing from David & Associates for both the creation and production of the promotional brochure is as follows:

Account Service	\$ 2,759.90
Creative Development	\$ 6,127.90
Production Management	\$ 468.70
Laser Output 11/17	\$ 1.50
Color Output 8-1/2 x 11	\$ 42.00
Printing	\$ 6,230.00
Vendor Freight	\$ 500.00
Sales Tax	<u>\$ 603.93</u>
Total	\$ 16,733.93