

## **Contract**

18-13-120  
NWGGA – Executive Director & Marketing Activities

## **Grant Amount**

\$36,000

## **Contact Information**

Group: Nebraska Winery and Grape Growers Association Contact:  
Jennifer K. Montgomery  
Phone: (703) 405-4540  
Address: P.O. Box 82081  
Lincoln, NE 68501-2081  
Email: jmontgomery@nebraskawines.com

## **Issue of Interest**

This grant is to fund an executive director position for the NWGGA designed to help promote and grow 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.

## **Goals/Achievement of Goals**

This grant was used by the NWGGA to fund management association services by Hayes Management and Consulting; Jason Hayes handled passport program reimbursements, membership connections, quarterly newsletters, grants, legal issues and corporate matters. His associate, Andre Mick handled event coordination, constituent contacts, passport design and annual tradeshow registration.

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. Therefore, an executive director who has the expertise to manage both the Association and handle the necessary legal and business related filings, and has the requisite amount of time to focus on association matters is viewed as vital to the continued growth of the NWGGA.

## **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 recognized 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.

### **Financial Report**

The total grant amount was \$36,000 which funded the executive director position. An additional \$15,100 was used to pay for NWGGA marketing activities. Funds were to be used to pay for projects such as the Wine Tour Passport Program, media campaign, web page improvement, educational seminars, brochures, and/or grower field days.

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.