

# **NGWB GRANT PRELIMINARY REPORT**

## **Contract Number**

18-13-154

## **Contact Information**

Group: Nebraska Winery and Grape Growers Association  
Contact: Jason Hayes and Seth McFarland  
Phone: (402) 304-9414 and (308) 325-9534  
Address: P.O. Box 82081  
Lincoln, NE 68501-2081  
Email: [jason@hayes.org](mailto:jason@hayes.org) and [seth@macscreekvineyards.com](mailto:seth@macscreekvineyards.com)

## **Issue of Interest**

Premium Wine Marketing Campaign Grant

## **Approach to Problem**

Idea Bank of Hastings, Nebraska is in the process of completing and implementing a premium wine marketing campaign. Please see the attached proposal from Idea Bank included as part of this report. Additional information in a final grant report will be provided to the NGWB once we have received the completed campaign details from Idea Bank.

## **Goals/Achievement of Goals**

Additional information will be provided to the NGWB in a final grant report.

## **Results, Conclusions, Lessons Learned**

Additional information will be provided to the NGWB in a final grant report.

## **Progress Achieved According to Outcome Measures**

Additional information will be provided to the NGWB in a final grant report.

## **Financial Report**

\$6,100 was paid to Idea Bank to design and implement a premium wine marketing campaign.