

NGWB GRANT FINAL REPORT

Contract Number

18-13-155

Contact Information

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Issue of Interest

Wine and Grape Exposition Grant

Approach to Problem

A bid process was held and Stephen Murrill of S.D. Murrill Co. of Sacramento, California was selected to conduct a wine festival feasibility study for the NWGGA.

Goals/Achievement of Goals

A review of association's abilities, membership strengths, and area type festivals was incorporated into the feasibility study to determine if a similar type festival could be held in Nebraska by the NWGGA.

Results, Conclusions, Lessons Learned

The wine feasibility study presentation is attached to this final grant report and is included as part of the report.

Progress Achieved According to Outcome Measures

The report indicates that it is feasible and within the NWGGA's ability to host such a festival in Nebraska. The report suggested that either Lincoln or Omaha were suitable locations for a festival. Stephen Murrill suggested holding it at the new Haymarket park once construction is completed in 2013.

Financial Report

\$10,000 was paid to S.D. Murrill Co. for completing the Wine Festival Feasibility Study.