

NGWB GRANT FINAL REPORT

Contract Number

18-13-157

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 and seth@macscreekvineyards.com

Issue of Interest

Strategic Plan Facilitation and Creation Grant

Approach to Problem

The Executive Board and members of the Nebraska Winery and Grape Growers Association (NWGGA) worked with a paid facilitator to develop a strategic plan.

The plan was developed with broad involvement from the Executive Board and members of the industry. Three "Listening Sessions" were held across the state (West, Central, East) for the purpose of gathering input from all members. Additionally, all members were given the opportunity to respond to an electronic survey via electronic mail (e-mail), again designed to provide broad input. The entire Executive Board was then convened to consider all current input, along with a review of the previous Strategic Plan (2007) in order to determine their vision of the future of the industry and the strategic goals and objectives therein.

Goals/Achievement of Goals

To provide the NWGGA with a three to five year road map, guiding the Board's decision and prioritization of issues upon which to focus efforts and resources. This Plan is intended to be a living dynamic document subject to change/modification with new and/or additional input and the evolution of the industry and thus, the association.

Results, Conclusions, Lessons Learned

The 2011 NWGGA Strategic Plan is attached and included as part of the NWGGA's final grant report. The Board will review progress and update the plan annually or as needed. It is the intention of the Board to, on an annual basis, identify priority items/actions/or objectives from each of the sections of this Strategic Plan to formulate

the Board's "Business" plan for the year. This annual plan becomes the roadmap to guide and focus the Board's efforts in the development of annual goals for implementation.

Progress Achieved According to Outcome Measures

The NWGGA is committed to utilizing the strategic plan to guide future planning and in setting priorities to move the grape and wine industries forward.

Once action strategies have been developed and implemented, commitment will be maintained, progress monitored, and adjustments made until the objectives have been reached. The 2011 strategic plan demonstrates the commitment, which is needed to provide an excellent standard of programs and budget allocations designed to continuously meet the needs of the industry.

Financial Report

\$5,000 was paid to the strategic plan facilitator for the final 2011 strategic plan.