

NGWB Grant Final Report

Contract

18-13-181
Travel Buddy Magazine

Grant Amount

\$35,000

Contact Information

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Issue of Interest

Travel Buddy Magazine Grant

Approach to Problem

The Nebraska Winery and Grape Growers Association entered into a contract with Nebraska Life Magazine to produce one edition of a new magazine dedicated entirely to promoting the Nebraska the Guide to Nebraska Wineries. The NWGGA paid \$5,000 up front to Nebraska Life Magazine to get the process started.

Goals/Achievement of Goals

The original goal was for wineries, tasting rooms and other affiliated members will have the opportunity to purchase advertising space in the guide. The NWGGA strongly encouraged members to consider including their establishment's ad in the guide.

The initial agreement stated that Nebraska Life would print and distribute approximately 90,000-100,000 copies of this magazine; as well as research and write text for publication in magazine. It was also agreed that the association's members would provide assistance and direction to Nebraska Life for the creation of editorial content for the magazine. Also, Nebraska Life would provide a digital edition of the magazine for the NWGGA and its members to distribute via their websites, Facebook and other digital means.

Results. Conclusions. Lessons Learned

As the process moved forward, expectations for the project became misaligned between Nebraska Life and the NWGGA. As a result, while the NWGGA desired to complete the project, the contract was terminated by Nebraska Life magazine and the money paid forward by NWGGA was returned by the magazine.

Progress Achieved According to Outcome Measures

As a result of the broken contract initiated by Nebraska Life magazine, the NWGGA is seeking an alternate publication opportunity to showcase the Nebraska wine and grape industry.

Financial Report

The \$5,000 deposit was returned to NWGGA by Nebraska Life Magazine. The NWGGA retains the original grant funding in the amount of \$35,000.