

NGWB Grant Final Report (FY12-13)

Contract 18-13-191
NWGGA – Economic Impact Study

Grant Amount
\$12,000

Contact Information

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Issue of Interest

Nebraska Wine and Grape Industry Economic Impact Study

Approach to Problem

The Nebraska Winery and Grape Growers Association requested \$12,000 in grant funding to allow for the Association to contract with a consultant to conduct an economic impact study of the state's grape and wine industry. Currently, there is no representative data available showing the overall economic impact of the Nebraska industry.

Goals/Achievement of Goals

The goal of this project is to fund the research necessary to create a comprehensive, up-to-date economic impact study. The finished product would be used to educate lawmakers, the media and for general marketing and public relations purposes, thereby increasing awareness and credibility of Nebraska's grape and wine industry.

Results, Conclusions, Lessons Learned

Once the Association requested proposals from consultants for this project, it became clear that in order to achieve the level of quality desired for the finished product, the cost of the project would be considerably more than the funding provided.

Progress Achieved According to Outcome Measures

Given the expense of a comprehensive, thorough economic impact study, the NWGGA decided to postpone the project until increased funding levels could be achieved.

Financial Report

The \$12,000 grant funding provided was not expended by the NWGGA.