

NGWB Grant Final Report (FY14-15)

Contract 18-13-256 NWGGA Comprehensive Marketing Program

Grant Amount

\$39,000

Contact Information

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Issue of Interest

The Nebraska Winery and Grape Growing industry in the state of Nebraska continues to be a under promoted industry. Many Nebraska consumers are still not aware of the fact that grapes not only grow but thrive in Nebraska and that award winning wines are being produced and enjoyed in the state. By promoting the industry as a category, we will strive to introduce consumers to wines and the events and activities of wineries and vineyards as a tourism attraction.

Approach to Problem

This grant allowed for the following:

- Nebraska Wine Passport Program – continued production of the actual passport which promotes Nebraska wineries and tasting rooms throughout the state and encourages consumers to visit the sites and have the Passport stamped. The program also allows for wine buck reimbursement.
- Website Improvements - numerous changes were needed to the NWGGA website to make it more user-friendly, informative resource.
- Toast Nebraska Wine Festival – Provided funding to promote the festival
- General marketing program - advertising

Goals/Achievement of Goals

The 2014 NWGGA Passport Program yielded a total of 237 participants returning their wine passport for Wine Bucks. A total of \$8945 in wine bucks were redeemed. A total of 25 wineries and 10 tasting rooms were a part of the program. This program as well as other promotions (advertising, Facebook, etc.) drove consumers to the NWGGA web site Nebraskawines.com. With the updates, we were able to increase interest in locating Nebraska wineries to increase visits.

Toast Nebraska was another way that the Association was able to drive consumers to try Nebraska Wines. Our participation went from 1,600 in 2014 to 2,400 in 2015.

Toast Nebraska was also used to promote the Passport program.

Results. Conclusions. Lessons Learned

We learned from this year's marketing efforts that we have a strong base to grow the marketing program. We learned that the Passport program continues to have the desired result of driving business to the wineries and tasting rooms. We learned that a more comprehensive program is needed in order to really increase demand and consumption of Nebraska Wines.

Progress Achieved According to Outcome Measures

Participation in the passport program by consumers increased from 167 to 237. Our Toast Nebraska attendees increased from 1600 to 2,400.

Financial Report

The total grant amount was \$39,000. Total expenditures in the amount of \$38,879.56 were used for Web site redesign, Passport program and for advertising and Toast Nebraska.