

NGWB Grant Final Report (FY20-21)

Contract #18-13-281 - NWGGA – Executive Director

Grant Amount \$98,250

Contact Information

Group: Nebraska Winery and Grape Growers Association
Contact: Kathi Schildt
Phone: (402) 761-2216
Address: P.O. Box 10
 Milford, NE 68405
Email: kathi@nebraskawines.org

Issue of Interest

This grant funded the operations costs of the NWGGA including Executive Director which is paid via a Management Fee to Advanced Association Management. All taxes and health are paid by the management firm to their employees. It also provide for member travel, surety bond, Legal counsel, accounting & bookkeeping services and CPA services. Advanced Association Management on-boarded two Account Executives for this role for 2020 and 2021 as well as an account coordinator along with additional staff assistance as needed for event staffing.

Approach to Problem

The grant was used to continue the ongoing management fee for the firm that fulfills the role of the NWGGA's executive director and costs associated with running the organization and supporting the travel and outreach of the Executive Director. Kathi Schildt has served as the Executive Director since October 2019, Kylie Schildt as an additional Account Executive and marketing manager, and Andee Arnoldy as the account coordinator.

Goals/Achievement of Goals

This grant was used by the NWGGA to pay for the management fee and travel expenses throughout the program year. The AAM team handled passport program reimbursements, served as spokespeople for the industry; handled all direct contacts with the media, tourism, university and governmental entities, planned and executed workshops and events, and provided administrative support for the Board of Directors and Committees. In addition, the AAM team worked with the Toast Nebraska Committee to plan a two-day wine Festival and educational virtual meetings and workshops.

AAM has experience working with 25+ associations and has revived neglected areas of the association as well as implemented new ideas and structures to ensure NWGGA was maximizing all efforts to promote the Nebraska wine industry. Partnering with AAM is a great opportunity to maintain the continued growth of the NWGGA.

Results, Conclusions, Lessons Learned

The NWGGA continues to advance the industry with the assistance of an management firm. The significance of having individuals responsible for association operations and knowledgeable about the grape and wine industry as well as association management as a whole, has been instrumental in enabling the association to undertake the goals as stated in NWGGA's Strategic Plan, thereby increasing competition and sustainability of Nebraska's grape and wine industry.

Progress Achieved According to Outcome Measures

The use of this grant helps in the long-term sustainability of the wine and grape industry in Nebraska because it recognized that the industry is of a sufficient nature and size to require paid staff and an experienced Executive Director. Given the overall size and number of wineries, growers and tasting rooms across the state, centralized communication between the leadership and the NWGGA members is crucial in coordinating events and working together to expand the industry within the state.