

NGWB Grant Final Report (FY12-13)

Contract 18-13-196
NWGGA – Regional Wine Festival

Grant Amount
\$10,000

Contact Information

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Issue of Interest

Nebraska Regional Wine Festival

Approach to Problem

The Nebraska Winery and Grape Growers Association has desired to hold a regional or state-wide wine festival to showcase Nebraska wine. Toward that end, the Association requested \$10,000 in grant funding to contract with a consultant to conduct a regional wine festival feasibility study for the state's industry. Holding a large regional or statewide event featuring Nebraska wine will raise the profile and awareness of the state's wine, contributing to the sustainability of the industry.

Goals/Achievement of Goals

The goal of this project is to fund a wine festival feasibility study conducted by an outside contractor. This study will be used to determine whether the conditions exist within the industry and within the state to warrant further plans to hold a regional or state-wide Nebraska wine festival. The long-range goal is to create and grow a regional or statewide wine festival that will expand the wine culture in the area and help increase market share for Nebraska wines.

Results. Conclusions. Lessons Learned

The NWGGA contracted with S.D. Murrill Co., in Sacramento CA, to conduct the feasibility study. A comprehensive study and presentation was completed. As a result of the study, the NWGGA determined that the conditions within the industry and within the state were such that a regional or state-wide wine festival is feasible. Similar events sponsored by other states' wine industries showed an increase in awareness of their respective wine and grape industries that directly benefits those industries in sales and consumer participation, very critical components when trying to increase market share of local wine.

Progress Achieved According to Outcome Measures

Following the results of the wine festival feasibility study, the NWGGA Festival Committee began

discussions on timing of the festival, logistics, and finding and hiring an appropriate event planner.

Financial Report

The NWGGA expended \$7,325.43 of the \$10,000 grant to pay for the regional wine festival feasibility study conducted by S.D. Murrill Co.