

NGWB Grant Final Report (FY16-17)

Contract 18-13-282 NWGGA Comprehensive Marketing Program

Grant Amount

\$93,000

Contact Information

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Issue of Interest

The Nebraska Winery and Grape Growing industry in the state of Nebraska continues to be an under promoted industry. Many Nebraska consumers are not aware of the many wineries in the state, the availability of wine in their local stores and that wineries are fun tourist activity that can lead to a new love of Nebraska wines. There is a lack of awareness of the different grapes we grow and there is a misconception about the quality and kinds of wines we produce.

By promoting the industry as a category, we will strive to improve awareness of Nebraska Wines as well as preference and consumption.

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.
- Public Relations and Media Outreach – Lori Paulsen appeared on KETV in Omaha, Pure Nebraska on 1011 in Lincoln as well as NTV, throughout the year to talk about the NE grape and wine industry at no cost to the Association. The value of these appearances was \$46,000, based on ad values.

Goals/Achievement of Goals

This project has included the prizes for the 2016 NWGGA Nebraska Wine Passport and the creation of the 2017 Nebraska Wine Passport as well as updates to the NWGGA web site.

We received 621 of the 2016 Nebraska Wine Passports back. A total of 109 completed all stops and received the \$75 in wine bucks, a corkscrew and a wine tote bag. Approximately 169 completed the 14 stops and received a corkscrew and bag. Approximately 34 completed a stop in every region and received a bag and about 310 did not get a prize but is entered into the grand prize drawing. This total is about 70 less than 2015 and about 225 more than 2014 returned passports. We distributed 28,000 Passports in 2016.

The 2017 Nebraska Wine Passport was produced in January and there were 30,000 passports distributed to all participating wineries and tasting rooms as well as visitor centers throughout the state, chamber of commerce and convention and visitor bureaus across Nebraska.

Progress Achieved According to Outcome Measures

We saw an increase in the number of 2016 Passports distributed and returned. We also saw an increase in the number of visitors to the NWGGA Web site and Nebraska Wines FB page indicating the effectiveness of the program.

Financial Report

The total grant amount was \$27,380. Total expenditures in the amount of \$17,355.98 included costs of producing and distributing the 2017 Passport as well as prizes for the 2016 program.