

NGWB Grant Final Report (FY18-19)

Contract #18-13-281 - NWGGA – Operations/Executive Director/Intern

Grant Amount \$98,000

Contact Information

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Issue of Interest

This grant funded an executive director position for the NWGGA, designed to help promote and grow Nebraska's grape and wine industry and serve as sole staff to serve the needs of NWGGA members. In addition, the funds will provide for an assistant or intern to aid in the marketing activities.

Approach to Problem

The grant was used to continue the ongoing salary and benefits of the NWGGA's executive director and costs associated with running the organization and supporting the travel and outreach of the Executive Director. Having paid staff to implement the projects of the NWGGA is vital to moving all NWGGA projects forward. The added assistant supported the Executive Director during the busy months of activity.

Goals/Achievement of Goals

This grant was used by the NWGGA to pay salary and health insurance for NWGGA Executive Director, Lori Paulsen throughout the program year. The Executive Director handled passport program reimbursements, served as spokesperson for the industry; handled all direct contacts with the media, tourism, university and governmental entities, spearheaded all marketing efforts, provided administrative support for the Board of Directors and Committees, and represented the Association at statewide and national wine, tourism and agricultural conferences, meetings and events. In addition, the Executive Director worked with the Toast Nebraska Committee to implement this two-day wine Festival as well as worked with the Vindemia committee to implement the educational conference for the grape and wine industry.

Many of the association members work either full-time in the wine and grape industry or have outside fulltime employment while working part time in the wine and grape industry. Therefore, a full-time executive director who has the expertise to manage all operations of the Association and serve as its public face is viewed as vital to the continued growth of the NWGGA.

Results, Conclusions, Lessons Learned

The NWGGA continues to advance the industry with the assistance of an executive director. The significance of having individuals responsible for association operations and knowledgeable about the

grape and wine industry has been instrumental in enabling the association to undertake the goals as stated in NWGGA's Strategic Plan, thereby increasing competitiveness 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 an individual directly connected to the grape and wine industry, with broad experience on issues of importance to the industry. 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.

Financial Report

The total grant amount was \$98,000. The actual spent was \$90,900 which funded the salary and health insurance of the executive director position throughout the project year and payment of \$900 to an intern which was hired during the month of May.

The overall goal is to increase competitiveness and sustainability of Nebraska's grape and wine industry. The NWGGA believes that the best way to undertake this effort is to have staff who can oversee all association matters and initiatives.