

## NGWB Grant Final Report (FY18-19)

**Contract** #18-13-282 NWGGA Marketing & Promotional Program

**Grant Amount** \$45,000

### 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. The Nebraska Winery & Grape Growers Association continued to promote the industry by continuously promoting Nebraska wines to Nebraska consumers.

### Approach to Problem

This grant allowed for the following:

- Market Research
- Nebraska Wine Passport Program/Statewide Winery Brochure – 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.
- Marketing Campaign and Nebraska Wine Promotional Message Guide
- Marketing Campaign Implementation
- Video/Photo Library & 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

A total of 26 wineries and 8 tasting rooms were a part of the Passport Program in 2019. 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. The total number of attendees for 2019 was 1,964. Of those 1,964, a total of 1,776 were paid attendees. The remaining “unpaid attendees” were vendors, wineries, volunteers and staff who assisted in creating a positive, fun atmosphere for those purchasing tickets to the event. A total of 423 tickets were sold via Groupon which helped to inform more of the public about the Toast Nebraska event. This is an increase from a total of 970 paid attendees in 2018.

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 970 in 2018 to 1,964 in 2019.

## **Financial Report**

The total grant amount was \$45,000. Total expenditures in the amount of \$45,000 were used for marketing efforts for the wine industry in general as well as the Passport program. In addition, advertising was performed by several media outlets as well as Maly Marketing on behalf of NWGGA.