

# NGWB Grant Final Report (FY19-20)

**Contract** #18-13-282 - NWGGA – Marketing

**Grant Amount** \$80,000

## 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:

- Nebraska's Wine Tour Passport Program. This program is designed to provide an incentive for tourists and consumers to visit a significant number of wineries and tasting rooms across the state.
- Logo Development/Materials Development/Photo/ Video Resources
- Media Buy Plan and Placement. Examples include print and digital advertisements, direct mail campaigns, and promotion of Nebraska's 25-year wine industry and signature wines.
- Nebraska Wine Summit. Event with retailers, hotels, and media by hosting a wine and food paring with vineyards, wineries, and potential influencers.

## Goals/Achievement of Goals

A total of 22 wineries and 7 tasting rooms were a part of the Passport Program in 2020. A special newly designed passport featuring the 25-year emblem was developed and printed. 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. NWGGA also partnered with Nebraska Game and Parks to increase disbursement of passports and cater to the tourism side of Nebraska visitors. NWGGA also developed an online ordering page so interested persons were able to request a passport to be mailed directly to them.

NWGGA also developed a COVID focused marketing plan that catered toward essential employees by incentivizing the purchase of wine to be donated to hospitals, grocery stores, and other essential places of business. The program was highly successful and multiple wineries across the state were able to present donated wine to workers during the height of the pandemic.

## **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 hope to finish the year strong in the fall of 2020 by monopolizing on the gathering restrictions involved with fall sports and direct traffic to Passport wineries by marketing the use of Passports with incentives and prizes.

## **Progress Achieved According to Outcome Measures**

Currently 35,000 passports were ordered and currently 25,100 have been handed out. There are 6 months left in the use of the 2020 passport at this time and we are confident the rest will be disbursed by year end.

## **Financial Report**