

# NGWB Grant Final Report (FY19-20)

**Contract** #18-13-333 - NWGGA – TOAST Nebraska

**Grant Amount** \$30,000

## Contact Information

Group: Nebraska Winery and Grape Growers Association  
Contact: Kathi Schildt  
Phone: (402) 761-2216  
Address: P.O. Box 10  
Milford, NE 68405  
Email: kathi@nebraskawines.org

## Issue of Interest

The Nebraska Winery and Grape Grow industry in the state of Nebraska continues to need to market directly to Nebraska consumers. 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 marketing to consumers by hosting the annual event Toast Nebraska.

## Approach to Problem

The grant allowed for the following:

- Provided funding to promote the Toast Nebraska Wine Festival held at Vala's Pumpkin Patch in Gretna, Nebraska
- Provide one central location where attendees can taste various Nebraska Wines and encourage individuals to purchase Nebraska Wines after the event

## Goals/Achievement of Goals

Toast Nebraska was heavily marketed from March until April and resulted in 258 ticket sales and 11 vendor registrations. Unfortunately, due to COVID gathering restrictions the event had to be postponed. The TOAST Committee is researching opportunities to safely host a fall or holiday 2020 Toast Event.

## Results, Conclusions, Lessons Learned

All items ordered were not dated and will be able to rollover into a future year's event if we are limited on attendance due to gathering restrictions. NWGGA hopes to expand their TOAST event offerings into a spring, fall, and holiday event. COVID restrictions also helped committee members evaluate future event contracts to be sure they are able to cancel and obtain refunds due to unforeseen circumstances.

## Progress Achieved According to Outcome Measures

Marketing tactics and outcomes will be able to be used to strategize future marketing efforts. The NWGGA consumer database was also grown with tickets sold. Items will rollover into next year.

## **Financial Report**