

## NGWB Grant Final Report (FY23-24)

**Contract** #18-13-281 - NWGGA – Executive Director

**Grant Amount** \$108,400.00

### Contact Information

Group: Nebraska Winery and Grape Growers Association  
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### Issue of Interest

This grant funded the operations costs of the NWGGA, including the Executive Director, which is paid via a Management Fee to Advanced Association Management. All taxes and health are paid by the management firm to their employees. It also provides member travel, surety bond, Legal counsel, accounting & bookkeeping services, and CPA services. Advanced Association Management dedicates an Account Executive for this role as well as an account coordinator, along with additional staff assistance as needed for event staffing and projects.

### Approach to Problem

The grant was used to continue the ongoing management fee for the firm that fulfills the role of the NWGGA's executive director and costs associated with running the organization and supporting the travel and outreach of the Executive Director. Alyssa Brodersen has served as the Executive Director since June 2022. Kathi Schildt remains active on the accounting side and submits all reimbursement requests to the NGWB. Kylie Schildt has provided additional account executive marketing assistance.

### Goals/Achievement of Goals

This grant was used by the NWGGA to pay for the management fee, travel expenses and support services throughout the program year. The AAM team handled passport program reimbursements, served as spokespeople for the industry, handled all direct contacts with the media, tourism, university, and governmental entities, planned and executed workshops and events, and provided administrative support for the Board of Directors and Committees. In addition, the AAM team worked with the Toast Nebraska Committee to plan a two-day and a one-day wine festival and educational meetings and workshops.

AAM has experience working with 25+ associations and has revived neglected areas of the association as well as implemented new ideas and structures to ensure NWGGA was maximizing all efforts to promote the Nebraska wine industry. Partnering with AAM is a great opportunity to maintain the continued growth of the NWGGA.

## Results, Conclusions, Lessons Learned

The NWGGA continues to advance the industry with the assistance of a management firm. The significance of having individuals responsible for association operations and knowledgeable about the grape and wine industry as well as association management has been instrumental in enabling the association to undertake the goals as stated in NWGGA's Strategic Plan, thereby increasing competition 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 recognizes that the industry is of a sufficient nature and size to require paid staff and an experienced Executive Director. 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.

## Financials

ED/Ops	Description
<b>\$108,400.00</b>	<i>Grant Total</i>
<b>\$24,773.22</b>	July/Aug/Sept Mgmt Fee0Zoom & Mailchimp
<b>\$5,284.50</b>	Squarespace/Storage/Growthzone/CPA
<b>\$16,515.48</b>	Mailchimp/Zoom/AAM Fee Oct & Nov
<b>\$8,257.74</b>	Mailchimp/Zoom/AAM Fee Dec.
<b>\$8,257.74</b>	Mailchimp/Zoom/AAM Fee Jan.
<b>\$9,348.95</b>	AAM February 2024, GZ Annual Fee/Postage
<b>\$27,921.47</b>	March, April May Zoom, Mailchimp, Management fee, printing and postage (EFT)
<b>\$100,359.10</b>	<i>Total Submitted for reimbursement as of 6.4.24</i>
<b>\$8,257.74</b>	AAM June 2024 has not been submitted yet
<b>- \$216.84</b>	<i>Submitted Expenses Left Over After Grant Funds</i>