

NGWB Grant Final Report (FY24-25)

Contract #18-13-281 - NWGGA – NWGGA Operations/Professional Fees & Executive Director Salaries

Grant Amount \$98,250.00

Contact Information

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Issue of Interest

This grant funded the operational costs of the Nebraska Winery and Grape Growers Association (NWGGA), including the Executive Director role, which is administered through a management fee paid to Advanced Association Management (AAM). The management firm is responsible for all payroll taxes, health insurance, and benefits for its employees. This grant also supported key organizational functions such as board member travel, surety bond, event/liability insurance, legal counsel, accounting, bookkeeping, and CPA services. AAM assigns a dedicated Executive Director and Account Coordinator to the NWGGA, with additional staff support as needed for project execution and event staffing.

Approach to Problem

The grant supported the continued partnership with AAM, which delivers executive leadership and administrative support for the NWGGA. Alyssa Brodersen has served as Executive Director since June 2022 and works under the direction of the NWGGA Board of Directors to implement the association's strategic goals. Sheila Hoadley recently transitioned to the accounting role and coordinates reimbursement requests with the Nebraska Grape and Wine Board (NGWB) & and Nebraska Department of Agriculture, while Kylie Schildt provides support in marketing and project coordination. The grant also funded board member mileage reimbursement to encourage engagement and reduce the financial barrier to participation in leadership activities.

Goals/Achievement of Goals

The grant enabled NWGGA to maintain consistent leadership, operations, and professional support services throughout the year. The AAM team played a critical role in coordinating and managing industry programs such as the Nebraska Wine Passport, board and committee functions, external relations with tourism, media, and academic partners, and the planning and execution of the Toast Nebraska Wine Festivals and other educational workshops. Their support ensures that all strategic and administrative needs of the association are met in a professional and efficient manner. This consistency enhances board functionality, stakeholder communication, and event execution, while building capacity across the organization.

Results, Conclusions, Lessons Learned

NWGGA's ongoing partnership with a professional management firm continues to enhance its ability to serve members statewide. The expertise AAM brings in association management, combined with its growing familiarity with the Nebraska grape and wine industry, has been instrumental in elevating the NWGGA's operational efficiency, leadership support, and public presence. Having experienced, professional staff dedicated to fulfilling the strategic plan ensures sustained growth, stronger member services, and a more coordinated effort to support Nebraska's wineries and growers.

Progress Achieved According to Outcome Measures

This grant directly contributes to the long-term sustainability of the Nebraska grape and wine industry by recognizing the need for full-time, experienced staff to manage an organization of this size and scope. With 28+ wineries, dozens of growers, and a growing number of events, marketing efforts and educational initiatives, the association's needs require year-round attention and coordination. Centralizing these responsibilities through the Executive Director and AAM staff ensures that communication, programming, and strategic outreach remain consistent, allowing the NWGGA to support industry growth, education, and collaboration across the state.

Financials

ED/Ops	Description
\$98,250.00	<i>Grant Total</i>
\$8,257.74	July Management Fee/MC/Zoom Exp – Inv. #419
\$29,769.07	Aug - Oct Management Fee/Squarespace/Willnerd/Wine America – Inv. #420
\$24,971.48	Nov/Dec/January Management Fee & Expenses – Inv. #427
\$32,885.54	Feb/March 2025 Management Fee & Expenses – Inv. #432
\$2,366.17	Postage and Copy charges – Inv. #438
\$98,250.00	<i>Total Submitted for reimbursement as of 6.5.25</i>
\$0.00	<i>Funds Remaining</i>
	April, May & June Management Fee & Expenses were not submitted