

NGWB Grant Final Report (FY22-23)

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

Grant Amount \$135,000.00

Contact Information

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Issue of Interest

The Nebraska Winery and Grape Grower Association continues to need to market Nebraska wines and grape varieties 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.

Approach to Problem

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. TOAST Nebraska and Holiday TOAST Nebraska help encourage increased recognition and demand of Nebraska wine and grape related products. These events allowed each individual participating winery to brand themselves in their own tent or booth area to give guests a “taste” of what it would be like to visit their winery and it also allows the industry to market all Nebraska Wines which can increase demand and consumption of Nebraska Wines. The Nebraska Winery & Grape Growers Association continues to promote the industry by marketing to consumers by hosting the annual events TOAST Nebraska in Omaha, NE and Holiday TOAST Nebraska in Grand Island, NE.

The grant allowed for the following:

- Provided funding to promote the Holiday TOAST Nebraska Wine Festival for a fall 2022 event
- Provided funding to promote the TOAST Nebraska Wine Festival for a spring 2023 event
- Provide two central locations where attendees could taste various Nebraska Wines and encourage individuals to purchase Nebraska Wines during the events

Goals/Achievement of Goals

The goal of this project is to provide quality events where attendees can learn about the various wines that Nebraska has to offer and to provide education about the varieties that Nebraska has available.

The 2022 Holiday TOAST Nebraska Wine Festival was hosted on November 12, 2022 at Fonner Park in Grand Island, the new festival welcomed 1,258 attendees, 24 artisan and food vendors, 17

wineries and 96 winery employees, volunteers, and event staff. Attendees were able to sample wines, purchase bottles of wine and vendor merchandise, play holiday themed games, participate in wine bingo and attend charcuterie demonstrations. This event helped bring consumer recognition to a new more central location in Nebraska and introduced Nebraska wines to a previously untapped market.

The 2023 TOAST Nebraska Wine Festival was also extremely successful. Hosted on May 12-13, 2023 at Stinson Park in Aksarben Village in Omaha, the festival welcomed attendees (4,245 tickets sold), 17 wineries and 283 winery employees, volunteers, and event staff. The centrally located park allowed for great foot traffic, day of marketing, as well as free parking, nearby hotels, and lots of attractions within walking distance – a must for an alcohol focused event. Marketing was launched in late February due to contract issues and continued through the event. Overall general marketing efforts had a reach of over 1.5 million Nebraskans and Midwesterners, increasing not only the opportunity for ticket sales but industry recognition as well. NWGGA partnered with 48 food vendors and artisans to offer snacks, meals, and shopping to event attendees. There were multiple bands throughout each day as well as wine education sessions, wine bingo, yard games and charcuterie demonstrations.

Results, Conclusions, Lessons Learned

Overall, both events have been extremely successful. These two events are a great tool to promote and impact the Nebraska wine industry and we hope to continue to host more great TOAST events in the future. The TOAST Nebraska spring event was awarded the Best Festival by Omaha's Choice awards in 2021, 2022 and 2023 and second runner-up in the 2021 Outstanding Event Award category for the Nebraska Tourism Awards. The delay in opening ticket sales for the Spring event due to contract issues did have a slight impact on the overall event attendance, but we were happy that see those ticket sales outpaced last year's sales in comparison.

Progress Achieved According to Outcome Measures

In comparison to the most recent 2023 festival at Stinson Park in Omaha:

Tickets Sold	2021: 3,072	2022: 4,500	2023: 4,245
Average Ticket Price Sold	2021: \$39.66	2022: \$43.11	2023: \$44.72
Wineries and Vendors Attended	2021: 45	2022: 60	2023: 66

These metrics were based on the most available data from the 2023 festival.

The 2022 Holiday TOAST Festival was held on November 12, 2022 at Fonner Park in Grand Island.

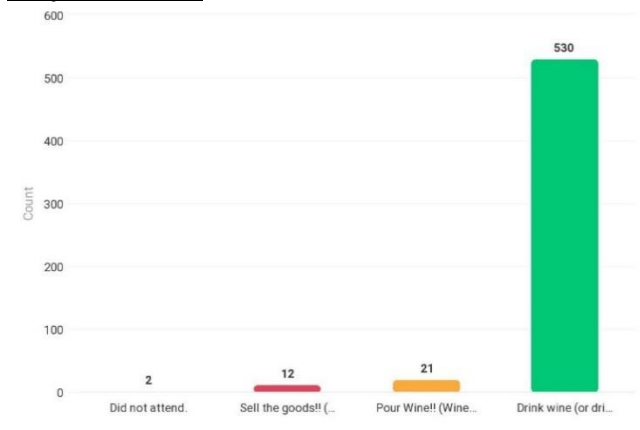
Tickets Sold	2021: 1,099	2022: 1,258
Average Ticket Price Sold	2021: \$38.81	2022: \$47.44
Wineries and Vendors Attended	2021: 45	2022: 41

Financial Report

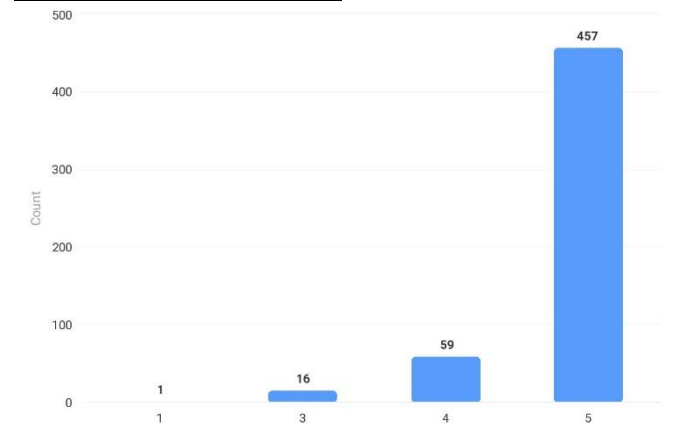
Toast	Description
\$135,000.00	Grant Total
\$9,471.27	Glasses (#3180/3183); Totes (#3182); SDL (#3185); Exh Booths (#3191)
\$1,735.62	Insurance (CC); FB Marketing (#3188)
\$1,100.00	Hoyer/Shucks-Bands HT (#3202, #3203)
\$1,052.00	Wine Bucks/Food Vouchers (#3204-3218)
\$5,948.26	HT Décor, Photographer Deposit, Linens, Staff Mileage, Staff Rooms (#3193, #3194, #3222, #3227, #3228)
\$4,101.32	Apparel (#3240)
\$11,598.40	8 Winery HT Reimbursements (\$1449.80 each) (#3242, #3244, #3245, #3248, #3249, #3250, #3251, #3254)
\$16,125.44	Site Fee, Staff Mileage, Electricity (#3223; #3234; #3236)
\$5,799.20	4 Winery HT Reimbursements (\$1449.80 each) (#3252, #3253, #3255, #3256)
\$5,799.20	4 Winery HT Reimbursements (\$1449.80 each) (#3241, #3243, #3247, #3257)
\$6,468.24	TOAST printing & laminating (#3268, #3266)
\$1,944.82	Copies/Printing (#3267)
\$2,174.80	HT Reimbursement (#3246); Photographer Balance (#3259)
\$73,318.57	HT Toast Total
\$61,681.43	Remaining Grant Balance
\$20,672.14	Uhaul/Permit/Stinson Park/Midwest Sound/Fencing/Trade Name Address Change (#3284, #3285, #3291, #3195, #3298, #3296, #3297, #3299)
\$33,404.06	TOAST Fees: Volunteer Shirts, Parking Cones, Staff Mileage, Golf Carts, Movers, Water Jugs, Booklet, Décor, Photographer, Sound, Ice, Electric, Port-A-Johns, Tents, Fence (#3307, #3383, 3381, #3344, #3361, #3379, #3360, #3354, #3343, #3380, #3355, #3301, #3382, #3306, #3359, #3358, #3384, #3357, #3308, #3386, #3388)
\$18,330.20	Rental City - Tents Remaining Balance (#3356)
\$72,406.40	Toast Total
\$145,724.97	Total Submitted for reimbursement
\$(10,724.97)	Submitted Expenses Left Over After Grant Funds

2023 TOAST Attendee Survey Results

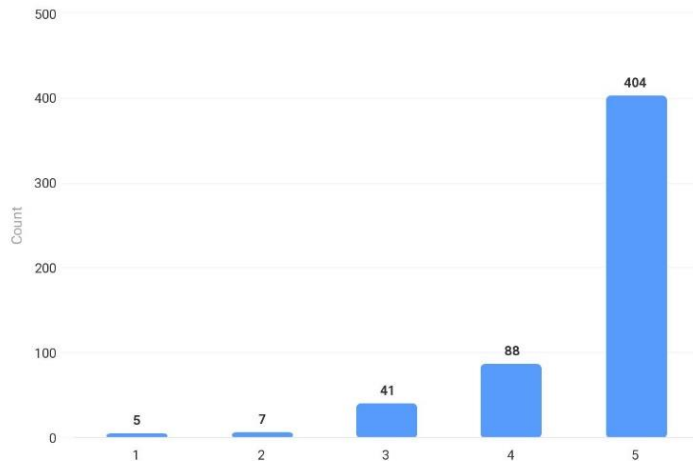
Responses - 565



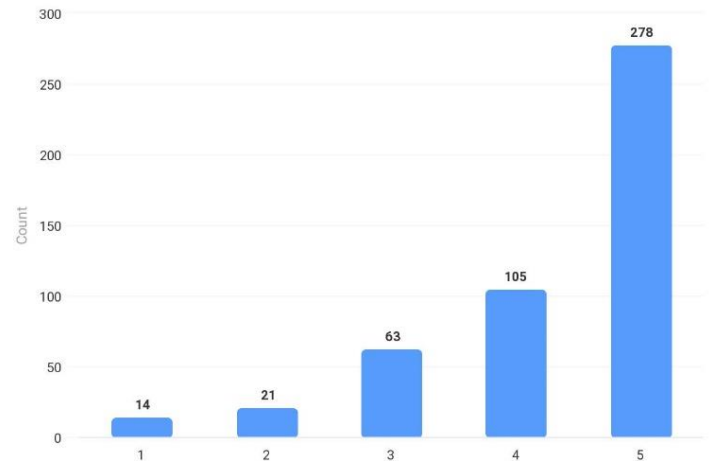
Ticket Purchasing/Check In



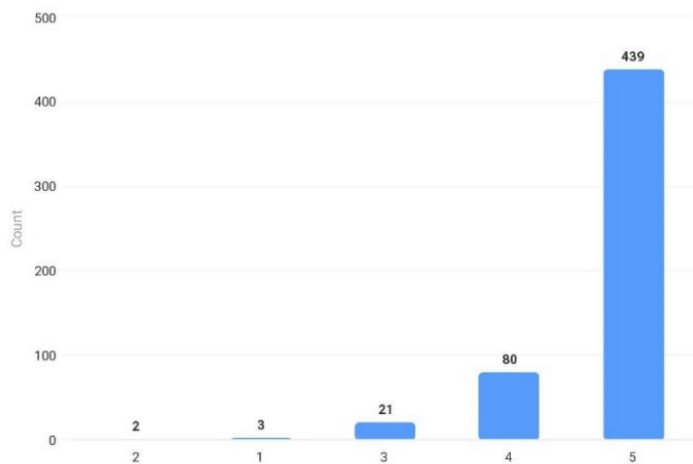
Freebies



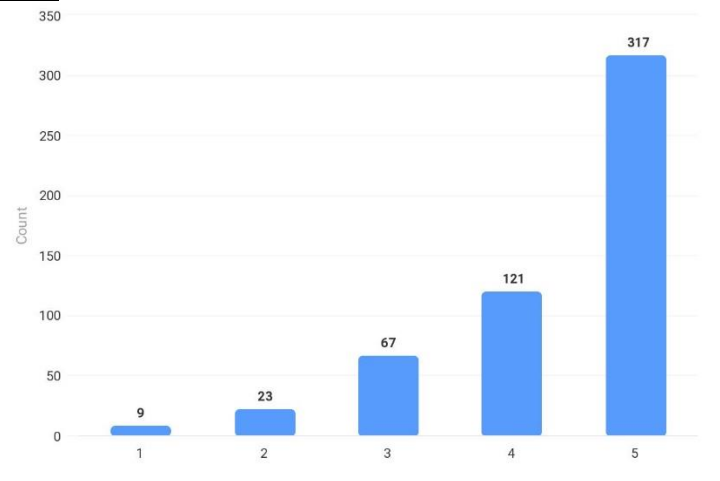
Activities



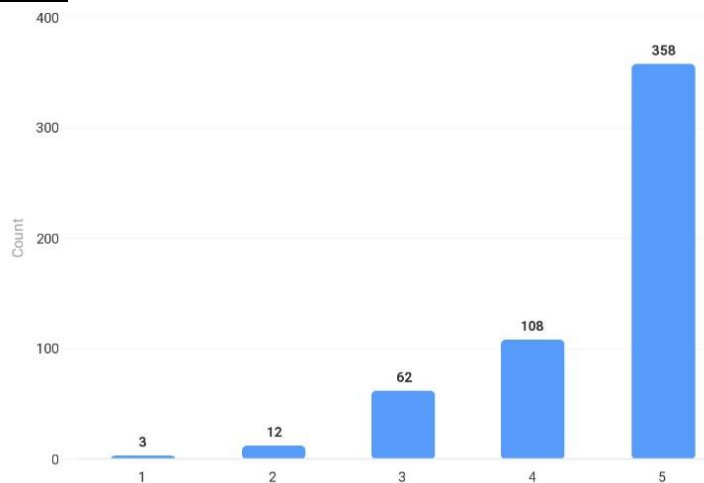
Wineries



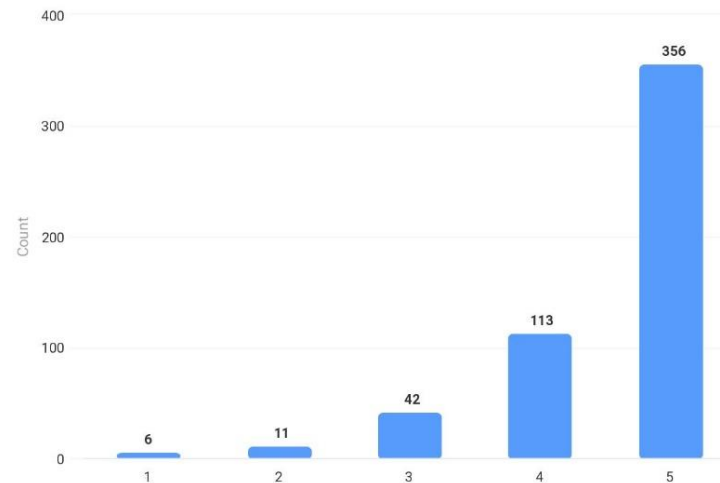
Food



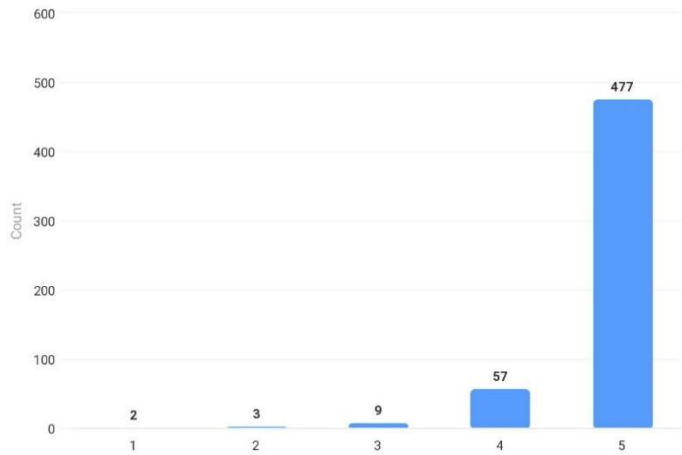
Bands



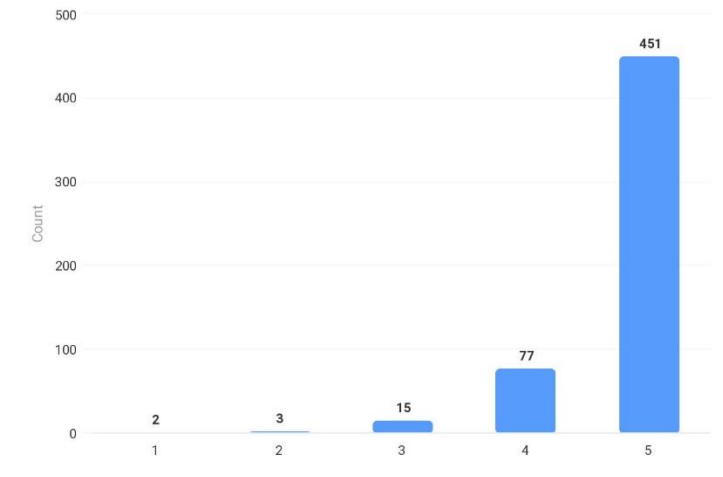
Vendors



Location



Overall Event



565 responses were received as of 6.5.23.

Overall, attendee feedback was very positive for the 2023 TOAST Nebraska Wine Festival.

2022 Spring TOAST Nebraska Review

Tickets Attended/Purchased	2021	2022	2023
Designated Driver Ticket	62/72	99/109	156/180
Friday Ticket Only	934/978	1294/1370	1,196/1,313
Saturday Ticket Only	1796/1909	2678/2864	2,388/2,515
2 Two-Day Ticket	39/68	85/140	91/106 <i>*those that came both days</i>
Volunteers & Vendors	65/206	295/425	351/414
	<u>2,896/3,233</u>	<u>4,451/4,908</u>	<u>4,182/4,528</u>

WALKUPS: 2021 - 151 Friday/213 Saturday 2022 – 9 Friday/ 7 Saturday 2023 – 192 Friday/ 243 Saturday

97.3% would purchase a ticket in the future to TOAST Nebraska

15 “No’s” – ticket price, weather policy, moving, prefers full winery experience instead of a festival, would like more options for non-drinkers

TICKETING

- According to the 533 attendee survey responses that were completed for Ticketing – Purchasing and Event Check in: 457 – 5 votes and 59 – 4 votes. 96.8% rated 4 or higher.

INFO DESK/FREEBIES

- According to the 545 attendee survey responses that were completed for Freebies - tasting glass, guide, wine tote: 404 – 5 votes and 88 – 4 votes. 90.3% rated 4 or higher.

WINERIES

- According to the 545 attendee survey responses that were completed for Wineries - wine tasting & purchasing: 439 – 5 votes and 80 – 4 votes. 95.2% rated 4 or higher.

BANDS

- According to the 543 attendee survey responses that were completed for Bands - music and bands each day: 358 – 5 votes and 108 – 4 votes. 85.3% rated 4 or higher.

ACTIVITIES

- According to the 481 attendee survey responses that were completed for Activities - wine bingo & education sessions: 190 – 5 votes, 134 – 4 votes. 78% rated 4 or higher. 63 rated 3 but majority the comments for the 3 were that they did not attend activities

FOOD

- According to the 537 attendee survey responses that were completed for Food - food options and overall dining experience: 254 – 5 votes, 166 – 4 votes. 82.5% rated 4 or higher.

VENDORS

- According to the 528 attendee survey responses that were completed for Handmade Goods - artisans and boutiques: 356 – 5 votes, 113 – 4 votes. 89% rated 4 or higher.

2022 Spring TOAST Nebraska Review

LOCATION

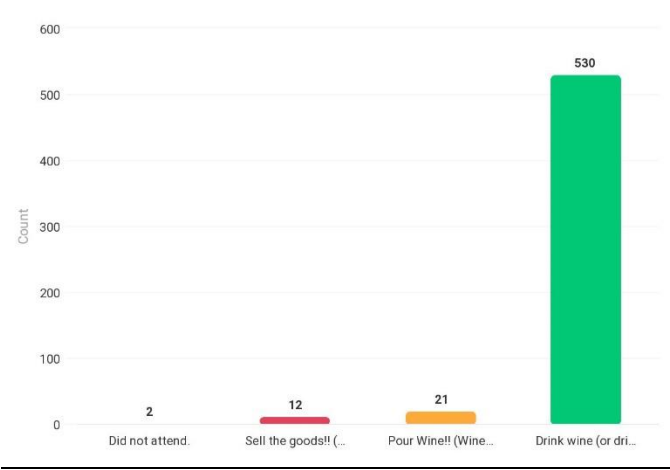
- According to the 548 attendee survey responses that were completed for Location - Stinson Park and surrounding area: 477 – 5 votes, 57 – 4 votes. 97.4% rated 4 or higher.

OVERALL EXPERIENCE

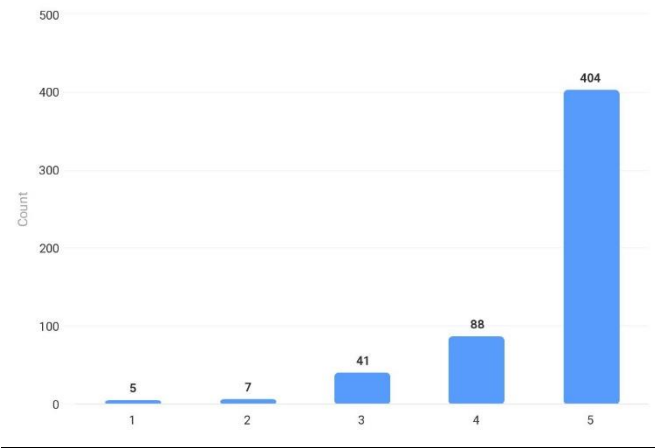
- According to the 548 attendee survey responses that were completed for Overall event experience: 451 – 5 votes, 77 – 4 votes. 91.3% rated 4 or higher.

2023 TOAST Attendee Survey Results

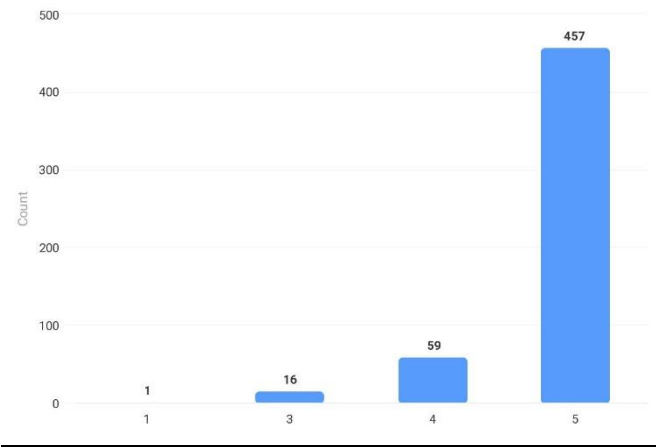
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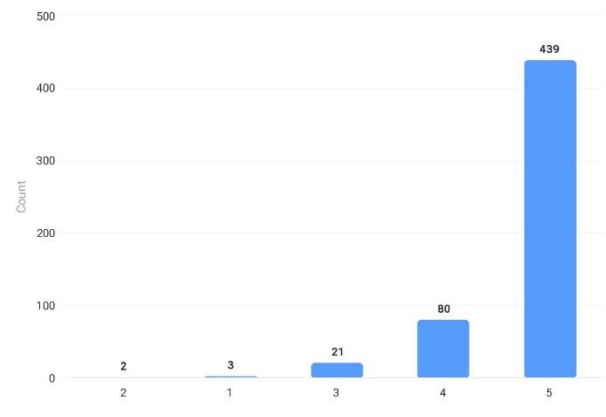
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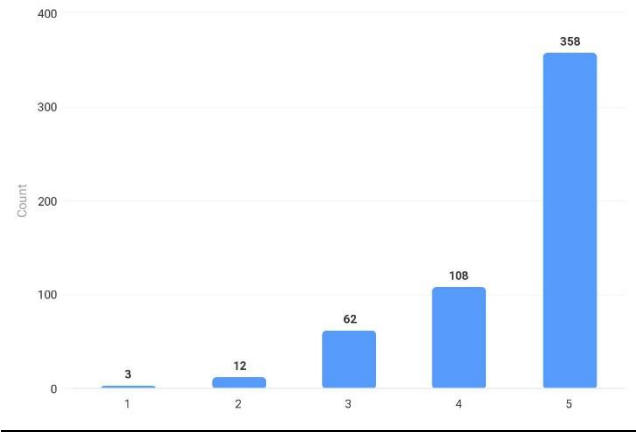
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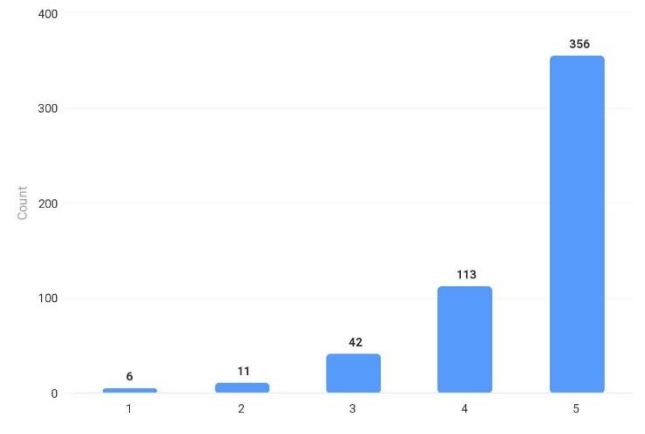
Wineries



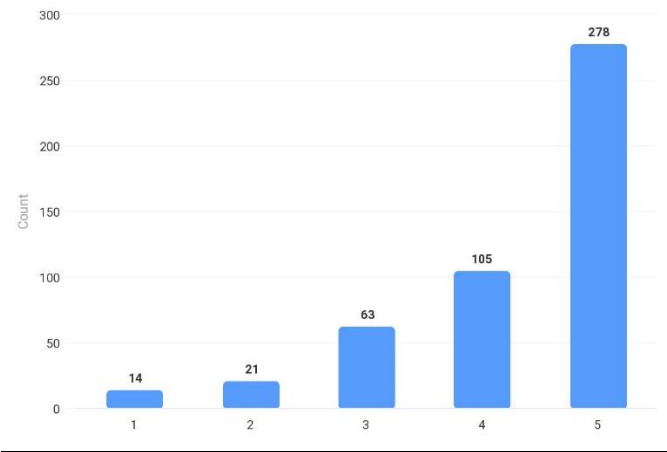
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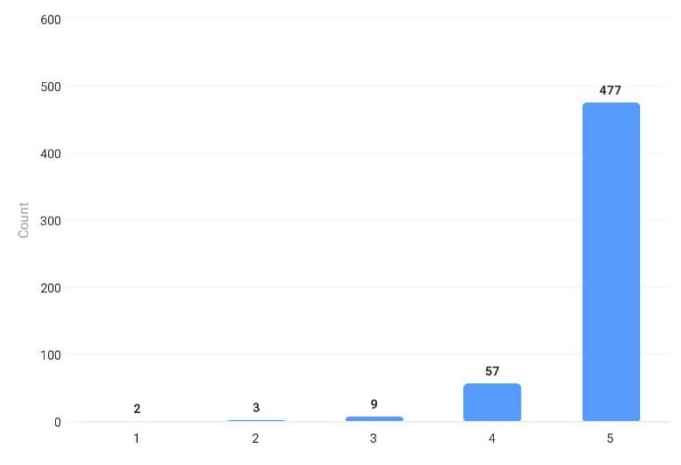
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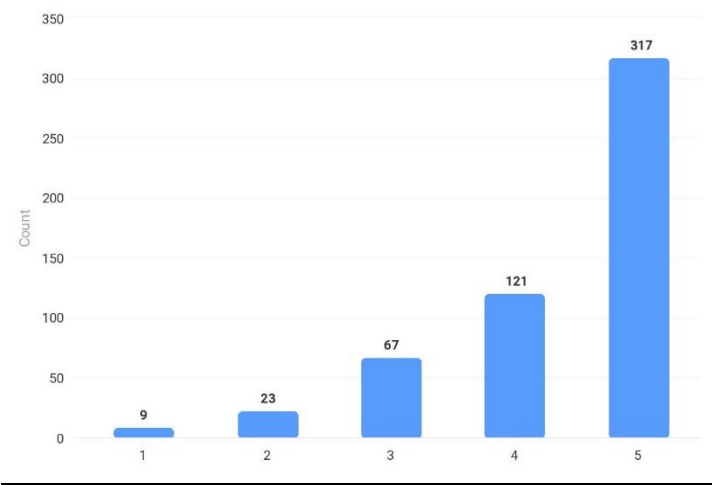
Activities



Location



Food



Overall Event

