**Organization Name:** Nebraska Hop Growers Association

**Contact**: Courtney Fegter, NEHopGrowers@gmail.com or Courtney@Youraam.com

**Project Title:** Nebraska Hop Growers Association Executive Director Salary + Video Production

**Grant Period:** July 1, 2024 - June 30, 2025

**Contract Number:** #18-13-485

**Amount of Award:** $25,000

**Purpose of Grant:**
The Nebraska Hop Growers Association (NHGA) utilized funds from the Nebraska Craft Brewer’s Board grant to support the salary of a dedicated Executive Director. This role was established to lead the organization, promote the use of Nebraska-grown hops to brewers and the broader public, manage membership, and oversee key events, including the signature Annual Top Hop event.

**Achievement of Goals:**
The primary objective of this grant was to fund a leadership position that would advance Nebraska hop production and enhance the state’s craft beer industry. Working in close coordination with the NHGA Board of Directors, the Executive Director focused on the following priority areas:

1. **Improved Communication:**
Significant progress was made in strengthening internal communication within the Board and enhancing outreach to current and prospective members. Regular updates, streamlined messaging, and consistent engagement efforts have created a more connected and informed membership base.
2. **Enhanced Membership Value:**
The implementation of GrowthZone for online membership management improved accessibility and transparency for members. This system provided sustainable tracking and engagement tools, increasing value and convenience for members. Additional benefits were delivered through improved programming, such as the Brewer’s Brunch, collaboration with UNL’s Field Day, and participation in the Nebraska Craft Brewers Guild (NCBG) Annual Conference.
3. **Event Development and Growth:**
The Annual Top Hop event remains NHGA’s cornerstone fundraising and engagement initiative. Under the Executive Director’s leadership, the event has grown in both educational impact and financial sustainability. The event now serves as a key platform for industry networking, brewer engagement, and public awareness of Nebraska hops.

**Results, Conclusions, and Lessons Learned:**
Over the grant period, NHGA has seen tangible results in organizational growth, engagement, and visibility. Increased communication has translated into a more active and involved membership. The Executive Director has played a crucial role in revitalizing the NHGA brand and expanding the Association’s reach across the state.

Looking forward, NHGA will expand marketing and connection. By leveraging the momentum gained through improved communication and event success, NHGA is well-positioned to support continued industry development. The Executive Director role has proven essential to maintaining high-level operations and achieving long-term goals for the organization and Nebraska’s hop and craft beer sectors.

**Financial Summary:**

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| **NHGA Grant #18-13-485** |
| AAM Management Fee |  |
| July 1, 2024 - June 30, 2025 | $ 25,000.00 |

**AAM / NHGA CONTRACT FOR** **PROFESSIONAL SERVICES PROVIDED:** AAM agrees to provide the following professional services on an annual basis outlined below:

***Office Facility:***

* Maintain a fully staffed and equipped headquarters office.
* Headquarters may be used for all meetings if needed – if available (meetings will be posted on a first-come basis)
* Provide electronic offsite back up of electronic data daily.
* Provide telephone/fax/email/mail reception and correspondence.
* Manage and inventory stationery and supplies (AAM reimbursed for all items purchased)
* Provide Grant Management

***Collaboration within the Industry***

* Work with Hop Growers and UNL to host an annual Field Day
* Attend the Nebraska Craft Brewer’s Guild Annual Conference
* Connect with Local Homebrewer Clubs

***Membership Retention:***

* Maintain electronic membership database records, from sources including an annual solicitation of member for information updates, and dues renewal.
* Contact of non-renewing members, development of retention action plan and report to board/committee.
* Process renewal payments
* Timely response to member/non-member inquiries

***Product Inventory/Fulfillment:***

* Maintain inventory of products utilized and procured for NHGA membership.
* Process and account for all payments during fulfillment process