

Organization Name: Nebraska Craft Brewers Association, d/b/a Nebraska Craft Brewers Guild
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Grant #: 18-13-422
Grant Period: July 1, 2023 - June 30, 2024

Nebraska Craft Brewers Guild Tourism Match Grant (2023-2024) - FINAL REPORT

This \$3,000 grant, awarded to the Nebraska Craft Brewers Guild by the Nebraska Craft Brewery Board, funded a full-page print advertisement in the 2024 Official Nebraska Travel Guide and coordinated features on VisitNebraska.com’s social media channels. The goal of the project was to increase statewide and regional visibility for Nebraska’s craft beer industry, promote brewery tourism, and connect consumers with the Guild’s member breweries through high-exposure marketing placements.

Industry Impact:

By leveraging the Nebraska Travel Guide and VisitNebraska.com’s social media reach, this project significantly increased awareness of Nebraska’s craft beer offerings among both residents and visitors. These strategic placements supported local breweries by driving tourism, expanding brand visibility, and strengthening the overall perception of Nebraska as a craft beer destination. This investment helped build consumer engagement and fostered continued growth and competitiveness within the state’s craft beer industry.

NCBB Approved Expenditure	NCBB Funds Approved Utilized	NCBB Funds Utilized
Nebraska Tourism Matching Grant	\$3,000	\$3,000
Totals	\$3,000	\$3,000



*Drink Cider & Beer
From Here.*

**DRINK LIKE A LOCAL,
EVEN IF YOU'RE JUST VISITING.**

WITH MORE THAN 60 BREWERIES AND CIDERIES ACROSS THE
STATE, WE HAVE SO MANY TAP ROOMS TO VISIT, TOURS TO
TAKE, EVENTS TO JOIN, AND BREWS TO TRY.

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