

Organization Name: Nebraska Craft Brewers Association, d/b/a Nebraska Craft Brewers Guild

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Nebraska Craft Brewers Guild Executive Director Salary (2024-2025) - FINAL REPORT

The Nebraska Craft Brewery Board's support of the Nebraska Craft Brewers Guild Executive Director allows the Guild to carry out its mission and vision. The Executive Director serves as the primary point of contact for all Guild functions including membership management and engagement, marketing of the industry, event planning and execution, generating educational opportunities for its members, fundraising, and creating opportunities for industry collaboration.

Membership Engagement:

Executive Director has placed an emphasis on member engagement and has engaged in the following activities to connect with the Guild's membership at all levels of membership:

- **Brewery Members** - While total membership has mostly held steady, there was a slight decrease in paying members due to brewery closures and a few members unable to renew dues. However, **engagement among active members has strengthened**, with notable increases in both **festival and event participation and member meeting attendance**. This reflects a growing commitment from engaged members to show up, collaborate, and support Guild initiatives.
- **Industry & Retail Members** - the Executive Director continues to also set meetings with existing and potential Industry/Retail members. Membership in this area has remained consistent across the number of active members (mid 30s to mid 40s), but growth continues in engagement as illustrated by increased responsiveness to Guild communications and increased event participation.

Unlike in previous years, the current Executive Director continues to wear **every hat within the organization** - not only overseeing operations, events, and member relations, but also **handling all graphic design, marketing, and promotional efforts entirely in-house**. Because of this, the Guild did **not need to request grant funding for design or marketing services**, resulting in a leaner, more self-sufficient model. The fact that one person is managing all of these critical functions while the Guild continues to grow, expand programming, and increase engagement is a testament to the **efficiency, dedication, and value** of this role. Continued investment in this position is not only justified - it's essential to sustaining the momentum we've built.

Marketing and Events

The Guild brought back the “**Drink Local**” campaign in October 2024 to highlight the value of the craft brewing industry and encourage Nebraskans to support the industry locally. We introduced a new event to drive business to participating breweries - **Nebraska Pint Day**.

The Guild again participated in a large-scale annual event in September - **Husker Harvest Days** which saw 17 Guild Brewery members donate 35 kegs and 120 hours of volunteer time to serve nearly 4,000 locally brewed beers to attendees from across the world. This event generated funds to support the Guild’s continued operations.

We **introduced a brand-new event**, the **Collaboration BrewFest**, which was a standout success and further demonstrated the value of creative, inclusive programming.

The **annual golf scramble was rebranded from Links & Lagers to The Nebraska Craft Beer Open**, bringing new energy to the event. Early indicators show it's on track to become our most profitable golf scramble to date, with **record-breaking golfer registrations already secured**.

Looking ahead, we’re excited to debut another new event this fall: the **CiderFest and Fall Beer Bash**, expanding our reach and celebrating more segments of Nebraska’s craft beverage community.

Administrative and Operations

The following efforts have been made to support the Guild and its members’ successful growth:

- Significant strides were made this year to strengthen Guild operations and support member success. We hosted **two industry conferences within one calendar year** - April 2024 and February 2025 - with consistent attendance at both events, including representation from out-of-state breweries as well thus positioning Nebraska more solidly as the regional hub for Craft Beer. This shows strong demand and increasing regional relevance.
- Operationally, we’ve elevated our marketing and logistics infrastructure. All **major event marketing assets for the full year** were produced and distributed in advance and were made available for attendees to pick up at the conference. **Every Guild event now features a live ticketing site**, allowing for streamlined promotions and consistent year-round marketing.
- The ED has also been working to totally restructure our taxes and move our fiscal year to align with our grant cycle. This includes restructuring all of our Member Dues and Billing as well. The Guild believes this will further streamline and better structure our financial outlook.

NCBB Funds Approved	NCBB Funds Utilized	Total Campaign
25,000	25,000	25,000

