

Contract Number 18-13-101
NGWB Web Site

Grant Amount
\$3,000

Contact Information

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Issue of Interest

The Grape & Winery Board voted to approve funds to establish a web site for the Board. In establishing an internet presence, the board will be able to further promote Nebraska's grape and wine industry. It will enable the Board to further the growth and economic development of the grape-growing and wine-making industry in Nebraska. In addition, the web site will allow the Board to display its composition and functions for public viewing.

Approach to Problem

Casey Foster posted a requested for proposals (RFP) with a submission deadline of February 28, 2010. The RFP was posted in order to solicit an appropriate subcontractor to develop the web site. Three proposals were received as a response. Kerry Krause submitted a proposal on February 28, 2010, with an amount not to exceed the budgeted \$3000 for the project. Sam Fifer of the Office of the CIO submitted a proposal on February 16, 2010, with a budgeted amount of \$2,878.75. Lastly, Jennifer Rasmussen of Nebraska Interactive (Nebraska.gov) submitted an informal proposal on February 9, 2010, which was budgeted well below the \$3000 maximum amount.

Goals/Achievement of Goals

The desired outcome for this project was to develop an informative and promotional web site for the Board to promote the grape and wine industry of Nebraska, while keeping the program cost effective. The development of the web site was completed and presented to the Board at the March 31, 2010 board meeting. As the website was developed by Nebraska.gov, the total cost of the project was significantly under budget at \$250. The NGWB website can be viewed at: <http://www.grapeandwineryboard.nebraska.gov>.

Results, Conclusions, Lessons Learned

The NGWB web site has established an online presence for the board, so that it may further promote the Nebraska grape and wine industry by way of the internet. Visitation to the NGWB web site has been satisfactory. Recently, the NGWB web site received 1,168 unique visits in June 2010 and 931 in July 2010. Although the web site has not yet led directly to increased public attendance of the board meetings, notices of upcoming board meetings are posted on the

NGWB web site. To reiterate, the primary takeaway from this project is the centralized location in a public forum to access a wealth of information concerning the board and its goal of promoting the Nebraska grape and wine industry.

Progress Achieved According to Outcome Measures

In addition to further promoting the Nebraska grape and wine industry, the NGWB web site facilitates greater transparency and a means for the public to easily access pertinent information and publications regarding the Board. On the web site the public can readily access statues relevant to the Board, the Board's strategic plan, annual reports, and grant information. While the NGWB web site does not directly link to other organizations, the NGWB web site is an asset in promoting the Board and its goal of furthering the Nebraska grape and wine industry.

Financial Report

The most cost effective proposal, by a substantial amount, was from Nebraska.gov. Although \$3000 was allocated by the Board, the web site was developed for \$250. This figure represents a total and final amount.