

Contract Number 18-13-104
NWGGA – Website Upgrades

Grant Amount
\$7,000

Contact Information

Nebraska Winery & Grape Growers Association
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Issue of Interest

The issue of interest is the Nebraska Winery and Grape Growers' Association website.

Approach to Problem

Three bids were sought from potential subcontractors who had the expertise and ability to update the NWGGA website. Once the bids were obtained, the NWGGA Executive Director and two other NWGGA officers competitively ranked the subcontractors. The bids were ranked against the evaluation criteria established by the request for proposal included within the original grant contract. Joel Brehm Design was obtained through the bidding process outlined herein.

Goals/Achievement of Goals

Update and improve the Nebraska Winery and Grape Growers' Association website. See attached screen print of the website, attached hereto.

Results, Conclusions, Lessons Learned

Joel Brehm Design worked with the NWGGA and completely updated the content, look, and features of the website. The website now is utilized by NWGGA members, wine enthusiasts and tourists seeking information about the wine industry and events in Nebraska. The website is widely utilized as a "one-stop site" for Nebraska wine related information and activities.

Progress Achieved According to Outcome Measures

Progress was measured by functionality and usefulness of the NWGGA website. The Association's website has received numerous accolades and positive feedback regarding the design and user "friendliness" of the website's portals. Users indicated that the website's look was professional and up to date with similar websites commonly used by industry associations.

Users also provided some constructive criticism of the website. Some users thought the content was heavily weighted towards other state's winery association websites. The Association sought to provide either direct information on it's own website, or link to the best information possible found on other state's websites. The primary concern was that related information be either provided on the NWGGA website or direct the user to a third party website where they could find the information regarding best practices for wine production or grape growing. The NWGGA will continue to enhance the website and update the content in order to provide information and content tailored for the specific use of Nebraska industry participants.

In planned future enhancements, NWGGA will add an event calendar section, an online membership application process with visa pay portal, and a more user friendly buyer / seller section where commodities and grape harvesting machinery may be bought and sold.

Financial Report

The total grant amount was \$7,000.00. Of this amount \$6,130.00 was paid towards Joel Brehm Design website production costs, leaving an unused balance of \$870.00, which remained with the NGWB.

VINTAGE NEBRASKA

Home Wineries & Tasting Rooms Wine 101
 Education Packages Events Additional Links Awards

A wine inspired journey ...

This website has been designed by the Nebraska Winery & Grape Growers Association (NWGGA), a non-profit organization of commercial Nebraska wineries and commercial grape growers. NWGGA members are dedicated to growing the best possible grapes, to produce some of the Midwest's finest vintages you'll experience.

Most of Nebraska's wineries are small to medium-sized operations where you can usually visit with the winemakers while sampling their wines in a unique atmosphere. As you visit wineries across Nebraska enjoy our friendly people, our beautiful and diverse landscapes, the individual style created by each winery owner, but most of all create memories that will last a lifetime while enjoying the unexpected quality of Vintage Nebraska.

Whether visiting one of Nebraska's wineries or purchasing some of our wines at a local store, we hope you are pleasantly surprised at the quality of our wines. We invite you to travel across our vast and diverse state and come to expect what many don't... Quality Nebraska wines.

Where you'll find us

Available now, the 2010 Nebraska Wine Tour Official Passport.
 Just click & print to begin your passport journey

Please mail your completed passport to:
 Nebraska Winery & Grape Growers Association
 P.O. Box 2081
 Lincoln, NE 68501-2081
 (308) 746-3861

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