

## 2005 TIGER Reviewers

<b>#</b>	<b>Applicant</b>	<b>Project</b>	<b>Reviewer 1</b>	<b>Reviewer 2</b>	<b>Reviewer 3</b>
1	City of Holdrege	Technology to Market Business Opportunities	Lance Hedquist	Linda Fettig	Anne Byers
2	Lied Imperial Public Library	ETA (Entrepreneur Technology Access)	Kit Keller	Len Benson	Anne Byers
3	Wayne Public Library	Computer Course Development IT Businesses: Assessment, Marketing, Recruitment	Kit Keller	Ted Smith	Anne Byers
4	City of Aurora	Village of Hyannis Web Site	Lance Hedquist	Linda Fettig	Anne Byers
5	Village of Hyannis	Implementation of InfoTrac Software	Lance Hedquist	Linda Fettig	Anne Byers
6	Kearney Visitors Bureau, Buffalo Co.	Expanding Technology Horizons	Norene Fitzgerald	K.C. Belitz	Anne Byers
7	Hartington Public Library	Community Technology Program	Kit Keller	Ted Smith	Anne Byers
8	City of Valentine	Oakland Business Portal	Chris Anderson	K.C. Belitz	Anne Byers
9	UNL Extension in Burt Co.	Hometown Competitiveness: Entrepreneurial Training	Chris Anderson	Norene Fitzgerald	Anne Byers
10	Atkinson Public Library	IT Training Modules for EDGE Program	Ted Smith	Len Benson	Anne Byers
11	Nemaha County Development Alliance		Norene Fitzgerald	K.C. Belitz	Anne Byers

**TIGER 2005**  
**Applicant Summaries and Reviewers**

**Project Title:** Technology to Market Business Opportunities and Quality of Life in the South Platte

**Submitting Entity:** City of Holdrege

**Grant Amount Requested:** \$3,000

Web-based technology provides a self-help opportunity for South Platte communities to attract economic development. The ***Business Beyond the Farm*** website sends the message that small towns in the South Platte thrive, entrepreneurial businesses prosper, schools educate, and rural Nebraska communities offer attractive amenities and quality of life. TIGER will provide training materials, mileage dollars and equipment to train designated contacts in twenty-three (23) South Platte communities how to use web-based technology to market the assets of their community on the ***Business Beyond the Farm*** website and to build small world networks.

The City of Holdrege and ***Business Beyond the Farm*** request \$3,000 from TIGER grant to purchase a mobile presentation projector and develop and deliver training to designated contacts in twenty-three (23) communities in the South Platte.

**Reviewers:** Lance Hedquist, City of South Sioux City; Linda Fettig, Nebraska Rural Development Commission; Anne Byers, Nebraska Information Technology Commission

**Project Title:** ETA (Entrepreneur Technology Access)

**Submitting Entity:** Lied Imperial Public Library

**Grant Amount Requested:** \$2200.00

Library will purchase and install the digital networkable copier/scanner/fax, the staff will learn to operate the equipment and then train patrons to use the equipment. Training workshops will be offered to patrons/entrepreneurs as well as one on one assistance during regular business hours.

**Reviewers:** Kit Keller, Nebraska Library Commission; Len Benson, Faith Regional Health System; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Computer Course Development

**Submitting Entity:** Wayne Public Library

**Grant Amount Requested:** \$1,680.00

As a public library providing service to the entire Wayne County we are a central provider of life-long learning for our residents. In response to patron requests, we intend to develop computer coursework to aid in improving office skills and on-line job searching techniques . Through the grant we will create four 2-hour courses (excel, powerpoint, internet searching, e-mail). The project will also include teaching each course twice to work out any kinks. After the project is complete, the developed courses will fold into our current computer offerings, and will continue to be taught by city staff or qualified volunteers. As with all the library programs, these classes will be free and open to the public.

**Reviewers:** Kit Keller, Nebraska Library Commission; Ted Smith, Norfolk Public Library; Anne Byers, Nebraska Information Technology Commission

**Project Title:**

Information Technology Businesses: Assessment, Marketing and Recruitment

**Submitting Entity:** City of Aurora

**Grant Amount Requested:** \$5,000

The City of Aurora has a unique opportunity to enhance economic development in Aurora and the area surrounding Hamilton County through the Aurora Technology Center. The Aurora Technology Center, operated under the direction of the Hamilton County Information Technology Corporation (HCITC), serves as a focal point for the incubation of information technology related companies. What has been missing for a number of years is a comprehensive analysis of the information technology needs of area businesses. Once needs are determined, targeted recruitment of companies providing specific services utilized by area business can help to bring new information technology companies to the area creating a symbiotic benefit to all businesses and economic development to the area.

This project proposes to develop and administer an assessment instrument to determine the information technology needs of area businesses and begin a recruitment process to bring those businesses that provide those needs to the local area. This project has gathered the interest of the Aurora Area Chamber & Development Corporation with verbal commitment to provide sustainability following completion of the TIGER grant funding. In order to augment the recruitment process, the project proposes to revamp the marketing material of the Aurora Technology Center. Currently the Center's website is sorely out of date and needs restructuring along with the brochures used for marketing. The TIGER grant will help to launch a long-term sustainable approach to the recruitment of information technology based companies to central Nebraska.

**Reviewers:** Lance Hedquist, City of South Sioux City; Linda Fettig, Nebraska Rural Development Commission; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Village of Hyannis Web Site

**Submitting Entity:** Village of Hyannis

**Grant Amount Requested:** \$4888.00

The project is intended to build and execute an outstanding functional web site for the Village of Hyannis. The site is intended to coordinate with village signage to provide visible web presence and raise awareness for municipal and civic activity, all village and area businesses, entrepreneurs, organizations, churches, and activities. The grant will fund purchase of hardware, software and minimal labor to implement the site. The project will also be sponsored by the Village of Hyannis and volunteers and be coordinated with Nebraska Public Power District, Nebraska Economic Development, and Consolidated Telephone Company.

**Reviewers:** Lance Hedquist, City of South Sioux City; Linda Fettig, Nebraska Rural Development Commission; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Implementation of InfoTrac Software

**Submitting Entity:** Kearney Visitors Bureau, c/o Buffalo County

**Grant Amount Requested:** \$5,000

The Buffalo County special events and convention business is currently tracked through a very limited account management database which was custom-made in 2001 by a Kearney computer consulting firm. Account management and tracking software is an integral part of the Kearney Visitors Bureau's daily operation and is necessary to keep accurate and current records of the conventions and special events that bring significant revenue to Buffalo County. The database in use at this time currently houses more than 1,100 accounts. It was not designed to grow as quickly as Buffalo County's special events, convention business, and tourism draw has in the last four years. We have outgrown the original program and need to update it in order to fuel the growth this industry has created in Buffalo County.

To maintain the economic growth Buffalo County has seen in the last few years, and to stay at the forefront of the evolving convention business while capitalizing on tourism in Nebraska and our region, an account management database designed specifically for the Convention & Visitors Bureau industry is a necessity. The TIGER grant will fund the purchase of the InfoTrac software which will allow us to move forward by providing more efficient tracking of the tourism, convention, and special events business Kearney receives. At this time, we are unable to provide any estimated historical revenue which a particular event or convention brings to Kearney and Buffalo County. With the information from InfoTrac at our fingertips we can anticipate, prepare, and adjust to deliver the best services possible and take advantage of opportunities we might otherwise have missed.

**Reviewers:** Norene Fitzgerald, York County Development Corporation; K.C. Belitz, Columbus Area Chamber of Commerce; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Expanding Technology Horizons

**Submitting Entity:** Hartington Public Library

**Grant Amount Requested:** \$2, 119.04

The Hartington Public Library serves in providing computer classes and workshops to expand educational and business opportunities in our area. The goal of our project is to replace one half of the aging computers in our public library's technology lab in order to continue to meet with the needs of our current patrons, as well as to serve new patrons. We have established a replacement schedule for our hardware and software in the tech lab, this grant would help us fund the first phase of our update, by purchasing four new computers with Pentium 4 processors with CD-RW drives.

**Reviewers:** Kit Keller, Nebraska Library Commission; Ted Smith, Norfolk Public Library; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Community Technology Program

**Submitting Entity:** City of Valentine

**Grant Amount Requested:** \$5,000

The Cherry County Economic Development Board is the product of a new, Inter-local agreement between the City of Valentine and Cherry County. This Board, formed on Monday, August 29, 2005, is the first of its kind in Cherry County or Valentine, and is poised to pursue opportunities that will enhance economic development within Valentine and the County. The Board will depend on the work of a director, who will execute, explore, report, and network to achieve the mission, goals, and objectives of the Board. This director will require computer hardware and internet connectivity to conduct these activities. The purchase of this hardware, related software, and internet access, forms the basis of this funding request. Expected outcomes include: completion of a community survey by September 30, 2005; production and city council approval of the resulting economic and strategic plan by October 30, 2005; conduct public education regarding economic development and LB 840 specifically by January 30, 2006; and, passage of a city sales tax ballot initiative including LB 840 authority of using a portion of city sales tax funds for economic development (by March 1, 2006). This project will provide the critical impetus for launching the city and county into an era of unprecedented economic prosperity.

**Reviewers:** Chris Anderson, City of Central City; K.C. Belitz, Columbus Area Chamber of Commerce; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Oakland Business Portal

**Submitting Entity:** UN-L Extension in Burt County

**Grant Amount Requested:** \$5,000

This project entails building business portal for home-based and small businesses to use for advertising and marketing good and services produced in the Oakland (NE) area. The goal is to initially offer a free Web presence to spur growth in local businesses. As these businesses grow and their needs change, so will their Web sites. The business portal will be sustained by having businesses owners pay for modifications, upgrades and more sophisticated back-end applications as needed.

The business portal will include a user-friendly content management system, so that business owners can update and add content to their own Web sites. Training will be provided to help business owners understand the need for a Web presence and how it can benefit them. They will also get help in developing content and graphics for their Web sites. The grant funds the development of the business portal including the content management system, databases and Web page templates.

**Reviewers:** Chris Anderson, City of Central City; Norene Fitzgerald; York County Development Corporation; Anne Byers, Nebraska Information Technology Commission

**Project Title:** Hometown Competitiveness: Entrepreneurial Training Program

**Submitting Entity:** Atkinson Public Library

**Grant Amount Requested:** \$3,598

With small rural communities losing businesses and families, local economic development leaders and the Atkinson Public Library are working together to offer business development classes to anyone within Holt County and the surrounding area to encourage the starting, expansions, and management of small businesses. Computer classes would include business feasibility, developing a solid business plan, efficient business management, effective marketing through Web site development, creating brochures, fliers, etc., and marketing strategies for the small business. The students would in turn use this information to establish a business, or increase their present business viability, using the computer and Web. In order to operate a successful business in the 21<sup>st</sup> Century, owners must be skilled in applicable computer technology.

Working in conjunction with economic development this project is designed to bring jobs and residents to this rural area. With a new library facility ready for use in January, these classes could be a reality at the Atkinson Public Library. In order to accommodate the number of students expected, the information technology needed includes two new computers with Microsoft Office, as well as, salaries for library staff who will serve as instructors.

**Reviewers:** Ted Smith, Norfolk Public Library; Len Benson, Faith Regional Health System; Anne Byers, Nebraska Information Technology Commission

**Project Title:** IT Training Modules for EDGE program

**Submitting Entity:** Nemaha County Development Alliance

**Grant Amount Requested:** \$2,312.50

The Nemaha County Development Alliance (NCDA) has been a leader in small business development and support for entrepreneurship in Southeastern Nebraska for the past eight years. The centerpiece of our support system is the EDGE (Educating, Developing and Growing Entrepreneurs) Program, a training course sponsored by the University of Nebraska's Center for Applied Rural Innovation. The curriculum for the 14-week EDGE course addresses practically every aspect of small business development, including initial market research, product marketing, financial management, and legal structures. One important element of small business development that is limited in the EDGE curriculum, however, is how information technologies can be used to enhance all phases of business operations and reach new markets beyond local and regional borders. With Nemaha County's universal wireless Internet system becoming operational in early 2006, all businesses, regardless of location, will have broadband access. This technology and accompanying training in its use presents a great opportunity for new and existing businesses to extend their capabilities and participate in the global commercial community. In addition, our progress in reaching these goals might serve as a model for other rural Nebraska communities.

The purpose of the proposed project is to develop training modules on the use of information technology to use with the existing EDGE program that is now taught in 5 Southeast Nebraska counties. Rather than developing a specific course that would duplicate Electronic Main Street or other e-commerce courses, these modules could be used in all aspects of the EDGE curriculum but would also stand alone as a business training tool. The result will be business plans that take maximum advantage of all of the benefits and resources offered through information technologies from initial product and market research to daily operations, tailored to the specific characteristics of each individual business. Adding this dimension to our rural businesses environment should have the dual economic impacts of stimulating new Internet-based businesses and making southeast Nebraska's overall business community more robust and competitive.

**Reviewers:** Norene Fitzgerald, York County Development Corporation; K.C. Belitz, Columbus Area Chamber of Commerce; Anne Byers, Nebraska Information Technology Commission