

Winery Website Grant Program Application Form (Page 1 of 3)

(Please submit 4 copies of this application)

Title of Project: WEBSITE UPDATE

Winery Name:

Part A – Applicant Information

Primary Applicant Information	NYS Liquor License Information (please include copy of applicable licenses)
Name	Serial Number
Address	Type
Phone	Effective Date
Fax	Expiration Date
E-Mail	Principal's Name
Web Site Address	

Web site Project Type (Select one or more)*	
Create or Improve Web Site ****	Add Shopping Cart
Add Age Verification Software	Improve Shopping Cart Functions
Foreign Language Translation	Add PayPal Purchase Capability
Direct Shipment Capabilities	Add Credit Card Purchase Capability
Update Web site For Out Of State Shipment	Add/Improve Graphics
Add/Improve Handicapped Accessibility	Add/Improve Directions/Maps

If multiple project types are selected, the Department will only fund up to \$2500 for all of projects.

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Part B – Project Details

1. Describe the Project:

Suggested copy points:

- Update the content and graphic design of the current web site for a more professional and sophisticated looking web site

2. How does the applicant plan to carry out the project? (Describe the major tasks to be undertaken)

Suggested copy points:

- Conduct a current site review and identify the areas of the site that need improvement including some or all of the following:
 - The site structure (navigation)
 - Graphic design or template design of the site (with or without new structure)
 - Professional copy writing or editing
 - Professional photography or photo enhancement of existing/supplied photos
 - Programming in a software language for optimum site performance on the web

3. Who will perform the work?

We will contract TrueNorth Marketing for this website update

4. How will the project improve the web site and/or wine sales?

Suggested copy points:

- A more professional looking site for our winery will achieve the desired perception of a quality product making visitor's more inclined to buy our wines, thus increasing sales
- Sales capabilities through the web site allows us to sell on-line and reach a marketplace that is not available to us today through retailers and walk-ins

5. Describe the direct long-term benefits that may occur for your winery as a result of the project.

Suggested copy points:

- Increasing awareness and sales of our product will improve our ability to invest in more business development and marketing strategies to continue to grow our winery
- Our web site will also help to increase sales for New York State winery's overall as a result of increased brand awareness of New York State wines when visitor's come to our site

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Part C - Budget Information

Expenditure Category	Grant Funds	Applicant Match*		Total
		Amount	Source**	
Salaries and Wages, Fringe	\$	\$	\$	
Contractual Services	\$	\$	\$	
Other (specify)	\$	\$	\$	
Other (specify)				
Other (specify)				
Other (specify)				
TOTAL	\$	\$	\$	

Applicants must provide a match equal to at least 25% of the total cost of the project.

*If the source of applicant match is winery staff time, please include the amount of staff hours, hourly rate and fringe benefits.

** Other NYS Funds are not allowed to be used for the match.

Part D – Additional Monies

If additional monies become available, would your winery/wineries be interested?	Yes	No
	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Part E – Signatures

Signature of primary applicant _____

Date _____