



Nebraska Game and Parks Commission

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Date: 10/7/2014

To: Nebraska Information Technology Commission, Technical Panel

From: Jim Douglas, Director

RE: Request for Waiver of NITC 7-104

The Nebraska Game and Parks Commission requests a waiver to the requirements of *NITC 7-104: Web Domain Name Standard*. The Commission uses OutdoorNebraska.org as the official agency URL.

Advertising displayed on our agency web site supports our partnerships with retail organizations, non-governmental agencies and conservation groups to promote outdoor recreation activities and tourism in Nebraska. This is accomplished using URLs for specific programs that redirect to OutdoorNebraska.org.

The Commission is not only responsible for the management and stewardship of the state's outdoor recreational resources, but also for recruiting participants to outdoor recreation opportunities, including visiting parks, attending events, hunting, fishing, camping, boating and wildlife viewing.

The Commission is primarily funded by user fees, including the sale of park-entry, hunting and fishing permits as well as camping and lodging fees. We also market and sell products such as NEBRASKAland Magazine, books, game calls and event registrations through our agency web site.

To better relate to consumers, the Commission has used OutdoorNebraska.org for the agency's promoted domain since 2001. By promoting OutdoorNebraska.org, rather than OutdoorNebraska.gov, we can better relate to consumers for tourism, recreation and other outdoor excitement. A critical component of recruitment is the positioning and marketing of outdoor recreation as time well spent and an activity of choice for Nebraska residents and potential tourists.

Our agency must continue to use OutdoorNebraska.org because it is recognized by the public and our customers. Additionally, the URL is advertised on hundreds of agency vehicles, buildings, signage, collateral material and other public facilities. A change in the promoted domain would confuse our customers and place an unfunded financial burden on the agency.

The preferred solution is to continue using the current domain and other domains that make it easy for consumers to quickly find information on the many programs, policies and activities the agency is responsible for marketing.

A list of current promoted and redirect URLs is attached. For more information, contact Christy Rasmussen, Communications Director, at 402-471-5593 or christy.rasmussen@nebraska.gov.

cc: Christy Rasmussen, Communications Director
Toni Knust, IT Manager

| | A | B | K | L |
|----|---|---|---------------|-------------|
| 1 | Domain Name | Redirect | Promoted Site | Ads On Site |
| 3 | outdoornebraska.org (OFFICIAL WEB URL) | <u>OutdoorNebraska.org</u> | yes | yes |
| 4 | ArcheryOnFire.org | /Education/ArcheryOnFire/index.asp | yes | yes |
| 5 | boatsafenebraska.org | /boating/guides/boating/bgeducate.asp | yes | yes |
| 7 | focusonpheasants.org | /wildlife/programs/focus/ | yes | yes |
| 8 | ftkearnyexpo.org | /odp | yes | yes |
| 9 | golakemac.com | | yes | yes |
| 11 | huntsafenebraska.org | /hunting/programs/education/hunted.asp | yes | yes |
| 12 | missourriiverexpo.com | http://www.missouririverexpo.com/ | yes | yes |
| 13 | nebraskabow.com | /education/programs/bow/bow.asp | Yes | Yes |
| 14 | nebraskagameandparksfoundation.org | nebraskagameandparksfoundation.org | yes | yes |
| 16 | nebraskagrouse.org | /hunting/guides/upland_game/grouse | yes | yes |
| 17 | nebraskalandgifts.com | shopoutdoornebraska.ne.gov/ | yes | yes |
| 18 | nebraskalandmagazine.org | /nebland/nebland.asp | yes | yes |
| 19 | nebraskamountainlions.org | /hunting/guides/MountainLion/ | yes | yes |
| 20 | nebraskanaturallegacy.org | /wildlife/programs/legacy/ | yes | yes |
| 21 | nebraskaprojectwild.org | /wildlife/programs/projectwild/ | yes | yes |
| 22 | nebraskawildlifefund.com | /wildlife/programs/nongame/checkoff.asp | yes | yes |
| 23 | outdooredcenter.org | /outdooredcenter/ | yes | yes |
| 24 | platteaccess.org | /apps/PlatteRiverApp | yes | yes |