



Website Upgrade Proposal for the Town of Whitestown, Indiana

Prepared on March 10, 2017 (valid through June 2017) by:

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What Will Be Performed?

DESIGN SERVICE: *Responsive Design Customization*

This project will involve graphic customizations on the new GovOffice Responsive Framework.

Customizations include the incorporation of a title graphic (logo and/or name of city and slogan, if applicable) with a stylish font treatment, custom fonts (choice of Google Fonts) for section titles, sidebar titles, and promotions, custom colors for the body of the design, custom colors for navigation menu buttons and Sidebars, incorporation of a full set of social media icons, and incorporation of a Favicon, if possible.

The Client's new design will sport a styled footer, Search engine, and programming of a self-admin Enhanced Film Strip containing Quick Links Icons that will give visitors one-click access to focus areas of the website (up to 10 icons included). Additional in demand features are an Enhanced Mega Menu (navigation menu) and Local Weather Integration (weather.gov). Finally, the very popular self-admin Auto Image Slider to showcase community photographs on the homepage (up to 5 at a time) is included.

Graphic Re-design Guarantees

- No content—text, uploaded images, documents, and the like—that resides on the Client's existing website will be lost in the transition from the current design to a new, customized design.
- The Client may continue to edit the contents of its website as usual during the custom graphic Web design process. Further, the current live, public website will not be offline during development of the new, customized Web design.
- The amount of the Client's Annual Service Package (Web site hosting, toll-free technical support, and more) will not be raised with implementation of a new, customized Web design.

Your Responsive graphic re-design project will involve the following creative and programming steps:

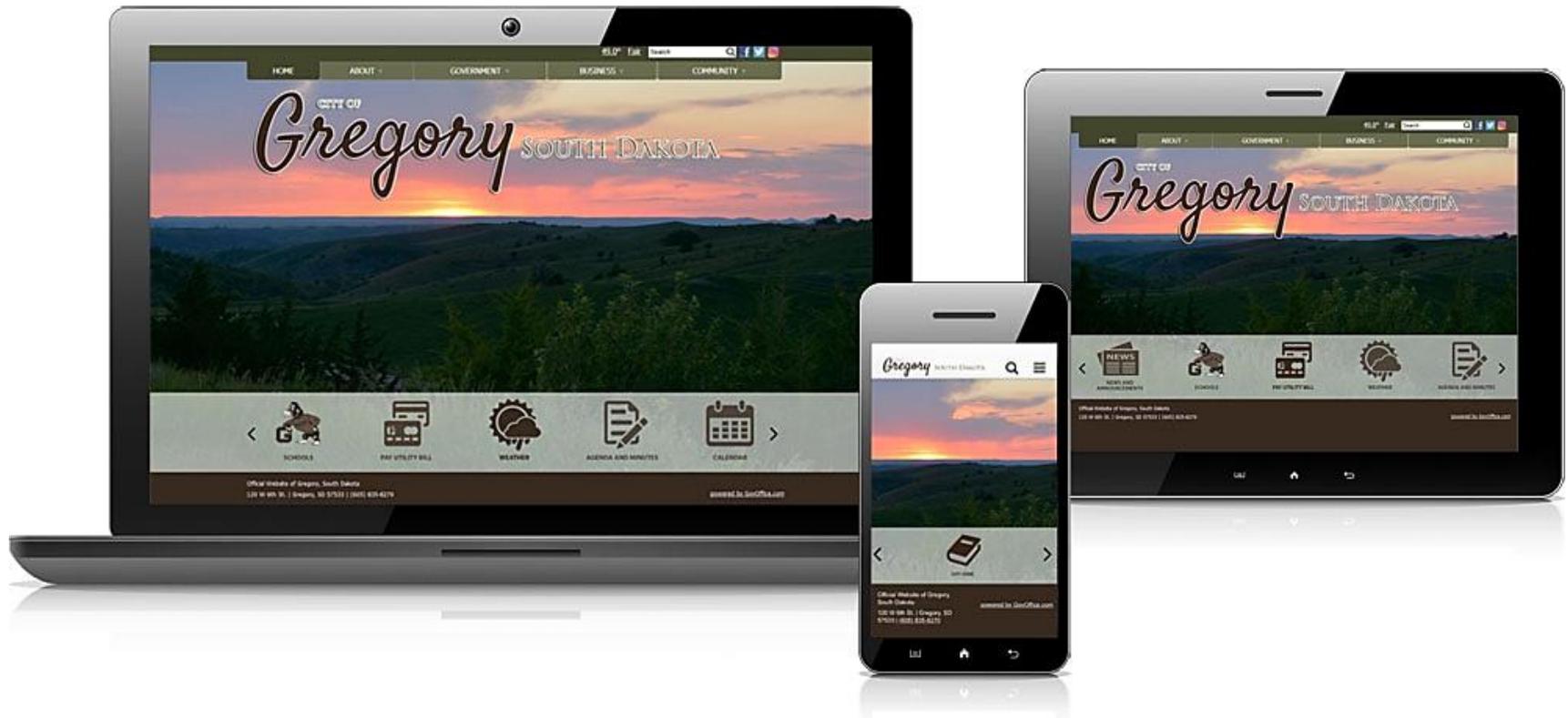
Creative

1. Personal consultation with our graphic designer
2. Development of up to 3 drafts by our graphic designer
3. Presentation of design drafts to the Client via Preview Mode
4. Up to 3 rounds of revision to the Client's chosen draft
5. After revision(s) are completed, presentation of final draft to the client via Preview Mode; Client's approval is then requested

Programming

6. Constructing the final design draft approved by the Client onto a working test site (Test Mode)
7. Adjustment, as necessary, to the display or behavior of the design on the test site
8. Testing of the design across the latest versions of all major Web browsers; further adjustment made, as necessary
9. Schedule a date for upload (deployment) of the finished, browser-tested design with the Client
10. Upload of the design to replace the Client's existing design on its live, public website; the project is then declared completed

Example of Proposed Design Concept



City of Gregory, South Dakota

www.cityofgregory.com

CONTENT SERVICE: Homepage Makeover, Complete Navigation Analysis & Restructure, and Section Rebuild

Homepage Setup—both Options A & B

Our Content Specialist will assemble and organize your homepage content to make it compatible with your Responsive website design. All Quick Links Icons to be included in the Enhanced Film Strip will be uploaded, labeled, and linked, and up to 5 images will be uploaded to the homepage Auto Image Slider.

Complete Navigation Analysis and Restructure—Option A

In addition to performing a Homepage Setup, our Content Specialist will analyze the entire site navigation menu and then organize and label up to 200 pages (currently 192) according to best practices of information architecture, Web design and usability. The end result will be an attractive, well organized website that ensures site visitors will quickly and easily find the information they need.

Section Rebuild (Includes Professional Formatting)—Option B

In addition to a Homepage Setup and a Complete Navigation Restructure, up to 200 pages (currently 192) of website content will be analyzed and treated to ensure that each page conforms to the same high standard, following best practices of Web writing and design including:

- Creating or recreating pages using proper GovOffice CMS content types
- Formatting page content to CMS defaults
- Matching page content/headlines to the topic of the parent navigation label
- Writing, rewriting and formatting text for efficient online reading
- Using Sidebars to display related links, text and images

WEBSITE SERVICE: Annual Service Package

- ✓ License of GovOffice Content Management System (CMS)
- ✓ Unlimited bandwidth & hosting of 2 GB of uploads
- ✓ Unlimited access to toll-free Technical Support Team
- ✓ Unlimited online training of GovOffice CMS for staff
- ✓ Unlimited friendly URLs for sections and sub-sections
- ✓ Daily backups of stored Website content and design files
- ✓ Maintenance of installed security systems and upgrades
- ✓ Secure SSL (Secure Sockets Layer) Administrative Website
- ✓ 24/7/365 access for an unlimited number of Admin users
- ✓ Zero Hassle CMS upgrades (no downloads necessary);
GovOffice Version 4.0 coming in 2017!
- ✓ Access to Help.GovOffice.com & CMS video tutorial library

3-Year Sustainability Plan: *the solution for forward-thinking, yet budget-conscious, local governments*—see page 8-9

- ✓ Lowers your implementation cost by combining it with your annual charges and spreading the total out evenly over the term of your agreement
- ✓ Helps ensure that your evolving branding needs and Web standards are met by having repeated all services included in the original agreement if it is renewed for three more years
- ✓ Locks in your annual rate so you avoid rate increases for **up to six years!**

Client Testimonial

“After 5 years, we decided to upgrade our GovOffice site. I contacted Mike Chaloupka in Sales to get the ball rolling. Mike was great in getting pricing for different things we may want and patient in waiting for the budget year to cycle around. The whole beauty of his proposal was that we paid only for what we wanted. They worked with what WE wanted, not what they wanted.

We then moved on to Janelle Gulka, our Designer. I’d worked with Janelle in the past on several projects and was excited to be working with her again. We had a good rapport in the past, and I knew we would do well together again. What a gem she is! Janelle is such a wonderful person to work with. She is so innovative. Janelle tried a couple of different things that had me saying “wow” and then “YES!” She knows her stuff and does it so well.

The last step was Ben Woolman, the Content Specialist. Ben seemed to know what I wanted even before I opened my mouth. He knew exactly what he was doing, what I wanted, and he put it in motion. Before I knew it, he had implemented what we had wanted, the site was done, up and running!

Because of these three professional people, we now have a totally new, clean, uncluttered Responsive website design. It looks totally modern and beyond what I had imagined.

I’d be remiss if I did not mention that I or a member of our staff here will be able to maintain the site ourselves. If we happen to have a question or run into a problem, there is live support, tutorial videos, and a help website to assist us. But, honestly, the content management system is very user-friendly. You can’t go wrong with GovOffice.”

Jodi P. LaCroix, CMC
City of Lakesite, Tennessee

www.lakesitetn.gov

Upgraded to a Responsive website design and 3-Year Sustainability Plan in July 2016

Option A

| Services | Year-to-Year Plan Pricing | 3-Year Sustainability Plan Pricing |
|---|---------------------------|------------------------------------|
| DESIGN SERVICE: Responsive customized design with linked Facebook, Twitter, and YouTube icons, Auto Image Slider, Enhanced Film Strip (up to 10 Quick Links Icons included), Enhanced Mega Menu, and Local Weather Integration—see pages 2-4 | \$8000 exact | \$8000 exact |
| CONTENT SERVICE: Homepage Setup and Complete Navigation Analysis & Restructure—see page 5 | \$1200 exact | \$1200 exact |
| WEBSITE SERVICE—Year 1: Annual Service Package—see page 6 | \$500 exact | \$500 exact |
| WEBSITE SERVICE—Year 2: Annual Service Package—see page 6 | \$500 minimum | \$500 exact |
| WEBSITE SERVICE—Year 3: Annual Service Package—see page 6 | \$500 minimum | \$500 exact |
| Total Over 3 Year Period: | \$10,700 minimum | \$10,700 exact |
| Number of Payments: | 3 uneven payments | 3 even payments |
| Year 1 Payment: | \$9700 exact | \$3565 exact |
| Year 2 Payment: | \$500 minimum | \$3565 exact |
| Year 3 Payment: | \$500 minimum | \$3565 exact |

Option B

| Services | Year-to-Year Plan Pricing | 3-Year Sustainability Plan Pricing |
|---|---------------------------|------------------------------------|
| DESIGN SERVICE: Responsive customized design with linked Facebook, Twitter, and YouTube icons, Auto Image Slider, Enhanced Film Strip (up to 10 Quick Links Icons included), Enhanced Mega Menu, and Local Weather Integration—see pages 2-4 | \$8000 exact | \$8000 exact |
| CONTENT SERVICE: Homepage Setup, Complete Navigation Analysis & Restructure, and Section Rebuild—see page 5 | \$3250 exact | \$3250 exact |
| WEBSITE SERVICE—Year 1: Annual Service Package—see page 6 | \$500 exact | \$500 exact |
| WEBSITE SERVICE—Year 2: Annual Service Package—see page 6 | \$500 minimum | \$500 exact |
| WEBSITE SERVICE—Year 3: Annual Service Package—see page 6 | \$500 minimum | \$500 exact |
| Total Over 3 Year Period: | \$12,750 minimum | \$12,750 exact |
| Number of Payments: | 3 uneven payments | 3 even payments |
| Year 1 Payment: | \$11,750 exact | \$4250 exact |
| Year 2 Payment: | \$500 minimum | \$4250 exact |
| Year 3 Payment: | \$500 minimum | \$4250 exact |