

Thank you for the opportunity to help expand the online presence of Whitestown Parks & Recreation Department through the creation of a website and mobile app. The following is an overview of specifications along with an estimate of the total project time and financial investment anticipated. This estimate is based upon information gathered from Sarah Burns, Savannah Solgere, and Nathan Messer through emails and face-to-face meetings on March 27, 2019 and May 15, 2019.

Project Goals

While a social media presence can offer you brand exposure, it can not provide a comprehensive explanation of what you offer residents. For this reason, I would recommend a responsive HTML5 driven website to showcase the services available from the Whitestown Parks Department. A responsive design will allow visitors an appropriate representation of your site regardless of their browsing device screen size.

The website will showcase the various parks and their amenities, highlight upcoming community events, and feature news & events for the Farmers Market. Per your request, portions of this site will be updatable by you using a customized content management system. This backend will be accessible via a personalized desktop dashboard on the platform of your choice (macOS, Windows, or Linux, with iOS and Android available for an additional fee). This same backend system will store the data which will drive your future mobile app.

The mobile app will be published under the Mid West Coast Media developers license in the Apple App Store for iOS and the Google Play Store for Android. This app will feature reoccurring and special events from the Parks and Recreation Department. Users will be able to buy event tickets via the Accel Events platform for featured events as well as receive updates and reminders.

Website Project Scope and Features

- **Information gathering** - Determine what information should and shouldn't be online.
- **Layout selection** - Overall design will be determined, with 2 rounds of style revision available.
- **No Content creation** - Manipulation of size, length, or ratio of provided images will be done when necessary but writing of copy and imagery creation is not included.
- **Website pages** - homepage, location page for each park, rent-able facilities, Farmers Market, Recreation on Wheels, Viking Fest, Brewfest (with Flavor Fest), Movie Night, Summer Concert Series, sponsorship opportunities, and department contact info.

User updatable content areas:

- Homepage - slide carousel (images, headline, link), featured events
- Events Section - logos, event titles, brief description of each, and event category
- Farmers Market - booth agreement, featured images, event schedule
- Recreation on Wheels - event logo, sponsors, schedule with brief description of each event
- Movie Night - event logo, sponsors, schedule with brief description of each event
- Brewfest - event logo, sponsors, schedule with brief description of each event
- Viking Fest - event logo, sponsors, schedule with brief description of each event
- Summer Concert Series- event logo, sponsors, schedule with brief description of each event

Mobile App Project Scope and Features

- **Information gathering** - Determine what information should and shouldn't be included in app.
- **UI design** - Create a custom user-interface that is maintained across iOS and Android versions of the app.
- **Remote notifications** - Enable delivery of event updates for both iOS and Android versions of the app.
- **No Content creation** - Manipulation of size, length, or aspect ratio of provided text and imagery will be done when necessary, but writing of copy and imagery creation is not included.

User updatable content sections:

- Sponsors - name, logos, slogan, phone, web, social media
- Events - images, event titles, brief description of each, sponsor list, schedule, and event category*
- Farmers Market - booth agreement, featured images, event schedule*
- Reoccurring Events - Rec on Wheels, Movie Night, Brewfest, Viking Fest, Summer Concert Series: brief description of each event with schedule*

**with data shared from the website*

Website Design

Two website design prototypes will be offered with an accepted proposal. The design prototypes are meant to act as a jumpstart to your finished website, but are completely customized to meet your specifications. These prototypes are pre-branded "travel" sites used for inspiration and project quickstart. If you feel that neither of the prototypes will meet your needs, a new pair of designs will be presented based off your initial feedback. Once the overall design has been selected, individual page designs will be offered for the various page types. Every effort will be made to finalize major design decisions early, but two rounds of revisions will be provided if necessary. Additional changes may setback timeline and incur additional project costs.

You indicated that the Parks and Recreation Department did not have an existing brand identity. Some aspects of the existing Whitestown logo and style will be applied to selected design framework during the development of this website and mobile app whenever possible. Occasionally, a font or color may need to change slightly to meet web technology standards and licensing requirements.



Website Development

Early during the design process, development of the underlying system will begin. A custom backend dashboard will be compiled on the platform of your choice. This administrative tool will allow you the opportunity to make content changes and updates to the newly created website and ultimately your mobile app.

Website Proofing

Once development of draft site is complete on Mid West Coast Media development servers, you will be provided a chance to make changes. Decide if information should be added/removed or if images match expectations. This proofing & revision period should last approximately 3 weeks. Any changes requested after the proofing period may incur an additional charge.

Website Testing

After launch of draft site has been done, you will be provided access to your personalized backend to make content changes. If you experience any problems with the backend system on your chosen platform at this time, you can change to another platform of your choice during this time. Testing period for the website should last approximately 2-3 weeks with testing for the mobile app expected to take 4-6 weeks. Any platform changes or additions after this period may incur an additional charge.

Website Launch

After conclusion of proofing, your site will be moved from development servers to a live production environment. Your anticipated launch date would be approximately 145 days from official project start. Once project is confirmed, a multi-phase timeline with client review and sign-off for both website and mobile app will be created.

Website Maintenance

While every effort is made during initial development and testing to work out all the bugs, it is impossible to account for all devices or operating system updates. A 90 day grace period after the launch of the site will be granted to correct any minor errors or omissions. After this initial window, maintenance and updates will be billed at the rate of \$60/hour.

Website Hosting

Your newly created site and mobile app database will be co-hosted on a Mid West Coast Media shared server space that is backed up daily. Unlimited storage and bandwidth, unlimited subdomains with email forwarding will be provided, and guaranteed 99.5% uptime. Domain branded emails available for an additional charge. An SSL certificate (SHA-2 256-bit Encryption / 4096-bit Key) to each of your domains will be provided. This added layer of protection has the added benefits of offering confidence to site viewers as well as increased search result ranking from search engines like Google*.

*<https://security.googleblog.com/2014/08/https-as-ranking->

Mobile App Design

An app design prototype will be developed for client approval. Three rounds of revisions based off this initial prototype are included in the design process; additional revisions may cause additional costs and project delays. Once the overall design has been determined, page design templates will be offered for the various event types.

Branding considerations will be made to match the mobile app design to the updated website. Every attempt will be made to maintain design cohesion between iOS and Android platforms. Occasionally, a font or color may need to change slightly to meet web technology standards and licensing requirements.

The design process, depending on revision cycles, is anticipated to last approximately 6 weeks.



Mobile App Development

Early during the design process, integration of the underlying system to the updated website will begin. This administrative tool will allow you the opportunity to make content changes and updates. An updated backend dashboard will be compiled on the same OS platform(s) selected for the updated website.

While development is expected to last approximately 6 months, you will be provided numerous previews and critique opportunities to help guide the project.

Mobile App Testing

Once initial development of mobile app is complete, the app will be prepared for submission to the Apple App Store and Google Play Store for initial review and limited beta testing. During this time you will be provided a chance to test and request changes. Take this opportunity to decide if information should be added/removed or if images match expectations.

This testing & revision period should last approximately 6 weeks. Any changes requested after the testing period will be considered feature enhancements and may incur an additional charge.

Mobile App Launch

After conclusion of proofing, your app will be released on the Apple App Store and Google Play Store for public distribution. The goal launch date would be April 1, 2020. Once project is confirmed, a multi-phase timeline with client review and sign-off for mobile app will be created.

Mobile App Data Hosting

The app database for the newly created mobile app will be co-hosted on a Mid West Coast Media shared server space. Your data will be transmitted securely via the HTTPS protocol and encrypted on the database using the AES256 cipher.

Mobile App Maintenance

While every effort is made during initial development and testing to work out all the bugs, it is impossible to account for all devices or operating system updates. A 90 day grace period after the launch of the mobile app will be granted to correct any minor errors or omissions. After this initial window, any additional changes will be considered feature enhancements.

During the first year after launch, 1 hour per month of development time will be provided at no additional cost. This support must be used in a minimum of 20 minute increments with any unused time rolling over for future use up to a total of 10 banked hours. Further maintenance, updates, and feature enhancements will be billed at the rate of \$60/hour.

Cost Estimate & Fee Schedule

<i>Creative Services</i>	Website Planning	Cost estimate range (low & high)	
	Consultation, Market and Goal Evaluation		\$75
	Architecture, Analysis & Definition		\$175
	Phase Total		\$250
	Design Phase		
	HTML Page Creation & Content Population	\$450	\$750
	Integration into Selected Design	\$350	\$650
	Client Requested Revisions	\$500	\$950
	Phase Range Estimate	\$1300	\$2350
<i>Technology Services</i>	Frontend Deployment		
	Framework licensing		\$100
	Domain name registration (per domain name, due annually)		\$25
	Website Hosting with SSL certificate (due annually)		\$150
	Phase Total		\$275
	Backend Deployment		
	Content Database Creation		\$750
	Integration with Website	\$550	\$900
	Compile Native OS Application		\$200
	Phase Range Estimate	\$1525	\$1875
	Total Project Range Estimate	\$3325	\$4725
	Total Estimated Website Project Cost		\$3950

<i>Creative Services</i>	Mobile App Planning	Cost estimate range (low & high)	
	Consultation, Market and Goal Evaluation		\$100
	Architecture, Analysis & Definition		\$250
	Phase Total		\$350
	Design Phase		
	Interface Creation and Content Implementation	\$2500	\$3850
	Client Requested Revisions	\$950	\$2500
	Phase Range Estimate	\$3450	\$6350
<i>Technology Services</i>	Frontend Deployment		
	Push Notification Deployment System		\$750
	Usability testing and debugging		\$350
	App Store submission		\$250
	Encrypted Database Hosting (due annually)		\$175
	Phase Total		\$1525
	Backend Deployment		
	Content Database Creation		\$750
	Push Notification Deployment System		\$1000
	Integration with Website & Mobile App	\$750	\$1850
	Compile & Publish Native iOS and Android applications		\$500
	Testing & Optimizations	\$1250	\$2750
	Phase Range Estimate	\$5000	\$7100
	Total Project Range Estimate	\$10325	\$15325
	Total Estimated Mobile App Project Cost		\$12125

Web Project Fee Schedule

Project Phase	Estimated Date	Fee Schedule	Payment
Design & Development	Day 1	Initial down payment due This ~25% payment commits both parties to the agreement outlined and is required to commence further effort on the project. Any changes from this proposal, including modifications to the scope of work may be billed at the rate of \$60/hour.	\$1000
Testing	Day 120	Progress installment payment due This ~33% payment signifies acceptance of progress and commitment to project completion. An update to projected final cost will be presented at this time for client approval.	\$1500
Launch	Day 145	Remaining actual costs due After launch of website, the balance of actual billable project costs must be paid. [Net90]	~\$1500
Maintenance	Day 235	No fees due Once website has launched and backend testing has been completed, support will continue for 90 days at no cost. After that, support and feature enhancement requests will be billed at the rate of \$60/hour with a 20min minimum billing allotment.	\$60/hour (20min block/ minimum)

Mobile App Project Fee Schedule

Project Phase	Estimated Date	Fee Schedule	Payment
Design	Day 1	Initial down payment due This ~10% payment commits both parties to the agreement outlined and is required to commence further effort on the project.	\$1250
Development	Day 45	Progress installment payment due This ~20% payment is made after initial approval of app flow & layout. Any changes to this project, including modifications to the scope of work may be billed at the rate of \$60/hour.	\$2500
Testing	Day 200	Progress installment payment due This ~20% payment signifies acceptance of progress and commitment to project completion.	\$2500
Launch	Day 225	Progress installment payment due This ~20% payment signifies acceptance of progress and commitment to launch mobile app. An update to projected final cost will be presented at this time for client approval.	\$2500
Maintenance	Day 315	Remaining actual costs due Once app has launched, support will continue for 90 days at no cost. After that initial support period, the balance of all actual billable project costs must be paid. At this point any additional support or feature enhancement requests will be billed against any available monthly support hours banked or at the rate of \$60/hour.	~\$3250 \$60/hour (20min block/ minimum)

Clarifications and Presumptions

- **Immediate project start** - It is presumed that both the website and mobile app project will begin before July 1. Any delay in the start time of either project will change projected timelines and possibly projected costs.
- **250 hour project** - To accomplish all tasks set forth in the requested time frame is estimated to take approximately 250 total billable hours (75 hours for website and 175 hours for the mobile app). This project is being quoted in a projected price range and will be billed accordingly.
- **Legal liability** - Mid West Coast Media is only responsible for the commissioned development of programming language code and is not responsible or liable for any legal implications that may arise from the use of website or mobile app. The Town of Whitestown is responsible for providing any requirements, specifications, or legal guidelines for the two projects prior to development.
- **Authorship credit** - In an effort to offset development costs, Mid West Coast Media reserves the right to include a byline as part of the project. A 10% discount has been applied to estimated project costs to reflect this credit. Removal of this byline must be accompanied by a fee equal to the 10% discount that was initially applied to the agreement.
- **Sponsorship opportunities** - In an effort to further offset development costs, Mid West Coast Media commits to making at least 1 in-kind donation at no less than Silver level for a future Whitestown Parks & Recreation event with acceptance of this proposal and subsequent project contract.

Agreement

Acceptance of this proposal confirms that Mid West Coast Media LLC has been contracted by the Whitestown Parks Department for the projects, services, and materials under the terms described above.

Non-compete - Mid West Coast Media LLC reserves the right to accept other clients and projects during the development and/or maintenance of this project.

Intellectual property rights - The non-exclusive rights to use the final uncompiled source code, design, and layout will be granted to the Whitestown Parks Department upon payment of all invoices.

Payment terms - Launch and continued hosting of website and app database are contingent upon timely payment of current and future invoices. Should any invoices not be paid according to specified terms, Mid West Coast Media LLC reserves the right to charge one and one-half percent interest per month on the remaining balance, which is an annual rate of eighteen percent. Charging interest to past due balances does not indicate that we have agreed to extend terms. Should legal or other professional services be required, their fees and court costs that may be necessary as well as all interest charges will be paid by the client.

Every effort has been made to provide an accurate estimate, based upon the project as understood at the time of this proposal. Our charges are based upon time, material, and service costs. If actual time is less than quoted, you will be billed the lesser amount. Any additions or changes to services or materials requested by you after acceptance of this Proposal may be billed in addition to the original estimate at the rate of \$60/hour (discounted from the standard rate of \$75/hour). We will make every reasonable effort to note any such potential changes and will in a timely manner provide an estimate on costs for such changes. Should this project be canceled after this proposal has been accepted, the client will be responsible for all charges incurred up to the point of cancellation. Any deposit is fully refundable upon cancellation, minus any and all actual charges incurred up to the point of cancellation. While every effort is made to ensure the accuracy of the contents and information contained within the project, you the client are solely responsible for ensuring the accuracy of information and contents approved during the entire development and deployment process.

Cost estimates and proposal valid for 45 days from date listed at top of page. Acceptance of proposal terms or initially quoted prices and time frames not guaranteed after 45 days.