

Proposal for

City of Asheville NC

Website Redesign Services

February 12, 2016



**Providing Solutions.
Building Partnerships.**

Primary Contact: Mia Holshouser
mia@gscreates.com
704.892.6882 P | 704.572.8437 C

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Citizen communication and engagement is one of the most critical responsibilities you face as a municipality. With limited resources of both staff and money you're tasked with communicating in an effective and efficient manner. **How do we help?** DNN, our intuitive, easy to use Content Management System (CMS) requires no technical knowledge and puts the power to quickly edit your website in the hands of your staff. Decentralizing the site management provides your staff the tools needed to maintain the site – saving you time and money.

Your citizens demand information in an easy to find and up-to-date format, it is important that your website is appealing yet functional and available on a wide range of devices. With DNN CMS your staff will quickly and easily be able to maintain and update content within their assigned section of the site.

The following are essential to promote the City and enhance the user experience through the new website:

- *Develop and implement a new website that is both easy to maintain and easy to use*
- *Effectively engage residents*
- *Enhance web presence*
- *Implement a scalable solution that allows for seamless growth of your website in the future*
- *Cost efficient short and long term*

Municipalities have to accomplish much with limited budget dollars – your communication tools are crucial to serve all citizens in an open and responsive manner. Throughout this process you will find that many service providers offer a proprietary CMS which in the short term looks appealing, however, in the long term it forces you to stay with that provider regardless of the cost, quality of product, or service you have received. **What makes us different?** Our solution, DNN, an open source non-proprietary software, is economical, easy to use and we give you the freedom and power to choose the best partner – now and in the future.

Working closely with your team, we design and implement a functional, dynamic and easy to navigate website that represents your Town. We empower your team to control your site with an industry leader in CMS applications. Your team will have the skills needed to update and maintain the new site upon completion of the on-site training with their custom User Manuals. Ongoing training and support are also available through Tiered Support Plans.

Choosing the right partner for this project is an important job, choosing the right CMS is equally important. We are available to discuss the short and long term results of the CMS you choose. We invite you to contact our references and ask any questions that you need answered as you move forward. Our CMS has a proven track record, it is powerful, easy to expand as your demands change, and is cost efficient. All information contained in this proposal and supporting documents is accurate to the best of our knowledge. We look forward to working with your team and we are available to begin work immediately.

A handwritten signature in black ink, appearing to read 'Mia Holshouser', with a long horizontal line extending to the right.

Mia Holshouser
President

704.892.6882 o
704.572.8437 c
mia@gscreates.com

A handwritten signature in black ink, appearing to read 'Jerod Brown', with a long horizontal line extending to the right.

Jerod Brown
Project Manager

704.892.6882 o
704.677.5937 c
jerod@gscreates.com

Project Teams

CLIENT TEAM:
City of Asheville NC

CLIENT TEAM MANGER:
TBD

PROJECT TEAM:
Granite Sky Civic (GSC)

PROJECT TEAM MANAGERS:

- Project Oversight:
Mia Holshouser
- Project Manager:
Jerod Brown
- Creative Director:
Deanna Wilson
- Programming Director:
Sam Blair

About Us

FOUNDED: 1990
OWNER: Mia Holshouser
LOCATION: 16315 Northcross Drive, Suite C, Huntersville, NC 28078
PHONE: 704.892.6882
100% Woman owned and operated
Certified HUB vendor with the state of North Carolina

Granite Sky Civic has a rich history of working with governments, corporations and non-profits on many diverse marketing projects. We understand the complexities of having to accomplish much with limited budget dollars. We also understand the multifaceted complex layers of government and the abundant services you provide, making your communication tools crucial as you endeavor to serve all citizens in an open and responsive manner.

Competencies

Website Design & Implementation



Brand Development & Implementation

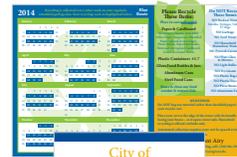


Diverse Municipal Experience

We have partnered with many government entities to produce branding campaigns, marketing initiatives and websites for multiple departments such as:

- Administration
- Economic Development
- Parks & Recreation
- Public Works
- Solid Waste & Recycling
- Transit

Citizen Communication & Education Campaigns



Strategic Planning | Marketing Plans & Consulting | Print Collateral | Annual Reports | Event Planning

Our Primary Focus

Developing strategies to assist you in achieving your goals is our primary focus. Whether the project is a new website, brand development and implementation, or a campaign, the project's success comes from fully understanding your organization as well as your target audience and the competition you face from other municipalities..

How do we do this?

We provide our clients with strong recommendations that successfully meet or exceed the objectives that were outlined while working within time and budget constraints.



Overview and Summary

The approach to a municipal website is **not** like any other website. Engaging your citizens from the first point of entry is critical. Our proven track record surges us forward in the municipal market. Your site is a communication tool for your citizens, businesses and your prospective businesses. We understand that citizen communication and education is completely different than traditional marketing and advertising and our websites are built in a way that accomplishes both the citizen communication education component and the business component.

What makes us different? Our solution, DNN, an open source non-proprietary software, is economical, easy to use, easily integrates with most third party systems you already have in place, and gives you the freedom and power to choose the best partner – now and in the future.

DNN, our intuitive, easy to use Content Management System (CMS) requires no technical knowledge and puts the power to quickly edit your website in the hands of your staff. Decentralizing the site management provides your staff the tools needed to maintain the site – saving you time and money.

For more than 17 years we have partnered with many communities on various projects within multiple departments and have become an integral part of implementing and maintaining their brand throughout citizen communication and education projects along with ongoing endeavors to the business community.

We have done our research, we know what works, we know what your current and prospective visitors are looking for and we build your site to accomplish their needs.



What Sets Us Apart?

Our owner and project managers are not the creative team, their sole responsibility is to understand your needs and clearly and concisely convey this to the creative team.

Easy Management for You

We offer the best of both worlds: Excellent design and marketing, and state-of-the-art technology.

We bring specialized talent, 100% commitment, and guarantee of deliverables.

All with a single contact.

Key Challenges & Approach

When approaching this project there are a few key challenges that will have to be over come.

One of the key challenges for this website and for many websites is **effectively organizing the site and its structure, menus, and flow**. When developing a new website in working with the project team for the City, along with other key stakeholders and user groups, we will dedicate about the same amount of time to organize the site and its content as we do on the design of the site.

We believe that a site's visitor should always be able to flow forward through a website and the browser "back button" should never be required unless the user so chooses. We accomplish this by utilizing effective **Mega Menus**, a variety of sub navigation options, and breadcrumbs.

Another key challenge will be to ensure the new website has a **responsive skin that will display properly across a wide variety of devices and platforms**. In government and related government agencies we have seen a huge shift in the past two years, and for many sites up to 50% of the traffic is coming from mobile devices, therefore it is important that the website display and function properly on these devices. With DNN we are able to develop skins that are responsive and adapt well to all of these devices and platforms, and by analyzing your current site traffic and content traffic flow we will be able to determine the key features that are used on mobile devices and ensure they display effectively.

Finally, the challenge of building the new site on a **flexible platform that can grow and adapt with your City's needs**. We find that many times government and related government agencies get locked in with a web service provider that has developed a proprietary CMS, so in the future when you want to expand your presence or give the site a refresh you must remain with that vendor even if you are not satisfied with their service, or you must spend the money to start over and build and migrate to an entirely new website. We take a different approach, by utilizing an open source CMS you have the freedom and choice to move to another vendor without having to scrap your website. Not only that, but DNN is very flexible and can grow with your City, we have many clients that have been on the same build out of DNN for over 12 years, and we have upgraded the site and reskinned the site over the years but they have never had to scrap the site and buy a new one.

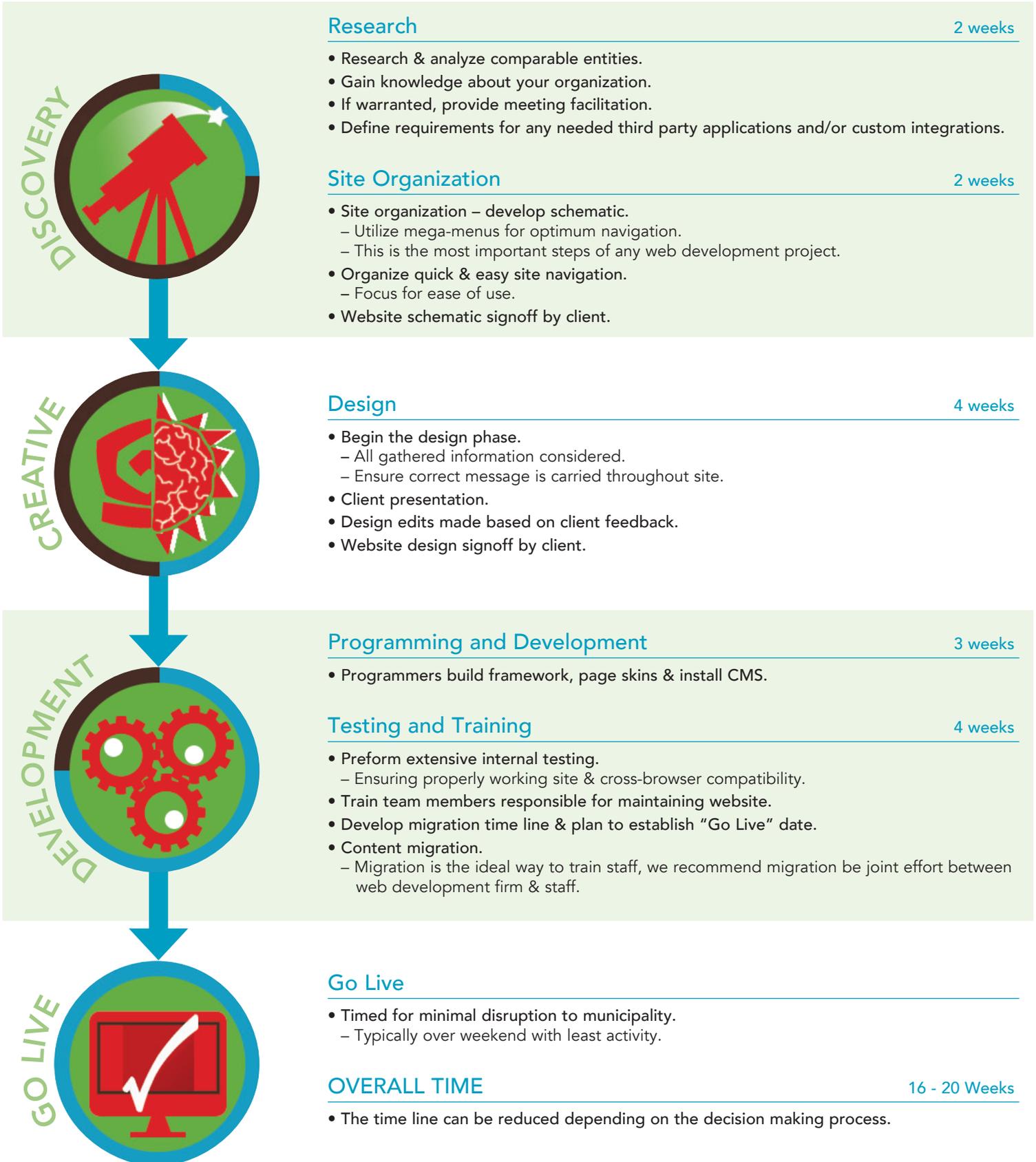
The City of Asheville is a unique situation as you currently utilize DNN for your CMS. We would propose evaluating your current install of DNN and its workflows and setup to determine your pain points. We have developed a custom suite of modules (page 12) for municipalities on the DNN platform, these along with an updated version of DNN and a robust custom design the City's new site will serve your citizens, businesses and prospective business with all of the information they are looking for in a very easy to find architecture. One additional benefit, your content creators are somewhat familiar with DNN so the training before we launch the new site will be a refresher course and allow them to ask more questions.

"We chose Granite Sky Design to do our website as our website redesign committee felt confident having a firm local to NC and our region, that they would be responsive to our needs and be willing to have a relationship with our town beyond the parameters of a contract. We found they were very understanding of our fiscal constraints at the time in getting a new website created and were very flexible in setting up a payment schedule for our project. They also helped us create a professional banner scheme to promote the town at economic development and other events. Again, they worked with us from design to creating a project that fit within funds the town had available from a grant for economic development. This was the first time such a product had been produced for our town and it turned out great! With limited staff and marketing resources, GSD has been a huge help in navigating the various options from a marketing and collateral perspective and have proven to be great partners in promoting our town."

Current Client
Assistant to the Manager

Project Development Approach

Website Development Services and Timeline



CASE STUDY



City of Concord

PROJECT:

Give a fresh overhaul to the City's award winning website we created for them in 2008.

ISSUE:

The website was 7 years old and, although it served them well functionally, the City was ready for a fresh look.

SOLUTION:

We were able to re-skin the City's site at a fraction of the cost of building a new site. The new site has more energy and prominently features the City's robust social media, online services and City-wide events.

RESULTS:

The City has a fresh look while saving a considerable amount of money.

Website Development Methodology

Forward Focused

Design and CMS make it easy for expansion and scalability in functionality as growth demands.

Site and Page Consistency

Using the WYSIWYG editor, site content managers will have the flexibility to edit the page layout on an as-needed basis. The CMS utilizes modules, containers, templates and cascading style sheets to utilize predetermined fonts, colors and layout settings. This enables consistency throughout the site as edits and additions are made.

Usability Standards

We follow the *3 clicks to content* rule of thumb with a design that is easy to use for the novice as well as the expert web user. In addition, DNN supports the *Web Content Accessibility Guidelines* provided by the W3C as well as *ADA requirements* under section 508 subsection 1194.22 of the Rehabilitation Act.

Your Teams Role

Your project team will be responsible for helping to identify and schedule stakeholders within the community that should be included in focus groups if needed, as well as the team's involvement in the initial concept meetings and presentations. Signoffs will be conducted at the end of each phase in the project. We will work with the your team to identify the different security roles and access levels for users in preparation for training.

Training

GSC will provide initial on-site website training for the administrator and up to 20 content creators that will be maintaining the website. This training will last 3 - 4 hours and administrators and users will be provided a custom User Guide for maintaining your site. This training is divided into 2 sessions.

For larger municipalities with more than 20 users, additional training is available and a quote can be provided.

Benefits to you...

- Deliver information quickly.
- Update without technical knowledge.
- Decentralized site management.
- Scalable for growth.
- Cost efficient now and in the future.

Re-skinning is Where it's At!

Altering your site's look, a little or a lot, is cost effective with our CMS.

Utilizing the full potential of the open source CMS we are able to re-skin a site at a fraction of the cost versus building a new site.

Style-sheets make it possible to install new skin, including fonts, colors, etc., without migration or reformatting text on every page.



2011



Current



2008



Current

**Reskin/
Redesign
is INCLUDED**

with four years of
active hosting and
minimum support
plan.

Responsive Skin

All sites are built with Responsive Skin that enables the end user to use the site across all devices.



Content Management System

The goal of every web development firm is a long term relationship with their clients.

What makes us different? We give you the freedom and power to choose the best partner – now and in the future. But our goal, of course, is for you to want to stay with us long term.

Many municipal web development companies utilize proprietary content management software, this results in sites that are expensive to maintain, difficult to administer, not easy to integrate with other systems you already have in place, and locks you into using them long terms or risk an expensive site redesign using new a vendor.

We have chosen a different path! Our solution, DNN, an open source non-proprietary software that is economical and easy to use.

We accept that:

- We must make it easy for you to change vendors
- We must always be accountable for delivering results or risk losing the relationship
- You want the ability to manage your website content without having to call us for support

So we have selected technology that enables us to deliver websites that are affordable, adaptable, easy to maintain and manage, easy to integrate with third party software. This technology must provide outstanding security, can be managed either by us or you, and is supported by a large group of developers and designers around the world. DNN uses standard technologies (SQL Server, Windows Server, IIS, .NET)



Why Choose our CMS?

Affordable and Adaptable.

Easy to Use.

Freedom of Choice.



Why we chose DNN

- Fully responsive framework allows your content to render correctly on desktop, mobile and tablet devices.
- Full integration with Google Analytics built in.
- Versioning control and module history for restoring to prior versions.
- Out of the box modules include:
 - Calendar
 - RSS Feeds with Social Media Connections
 - News and Events
 - Photo Galleries
 - Document Library and Form Builder
 - Search Capability
 - Robust Security Role Management

Browser Compatibility

Our websites are 100% compatible with over 90% of browsers in use today including: Internet Explorer, Chrome, FireFox and Safari, their current release and two previous versions. According to the W3C, this represents 92.2% of browsers utilized today (www.w3schools.com/browsers/browsers_stats.asp).

Licensing

DotNetNuke (DNN), the Content Management System we are recommending for you, is an open source platform and does not have any licensing fees for the CMS. If you have requested specific functionality for your site that requires additional modules which may require a one time licensing fee with no future annual fees associated, we will list the estimated module and licensing fee in the budget section of this proposal.

Other Notable Municipalities built on the DNN platform:



U.S. Department of Defense



City of Allentown PA



U.S. Geological Survey



City of Los Angeles CA



City of Detroit MI



Rowan County NC



JOHN R. KASICH
GOVERNOR OF OHIO

Ohio - Governor's Office



City of Wilmington NC

What makes us different?

We give you the freedom and power to choose the best partner – now and in the future.

CASE STUDY



Anderson County - Website Redesign

PROJECT:
Redesign the County website

ISSUE:
Old site was dated and updating was through one central point of contact.

SOLUTION:
Held focus groups with constituents within the community and Town management and staff. Designed a new website which incorporated our non-proprietary CMS solution. Now multiple people in each department can update their respective sections of the site.

RESULTS:
Up-to-date website, utilizing industry leader in CMS, over 70 content creators within the county staff.

Features and Capabilities

Content Management Tools

Advanced WYSIWYG editor

- All standard formatting options including indent and justification control
- Cut/copy/paste
- Edit in HTML mode
- Format Stripper
- Hyperlink control
- Page link
- Style & CSS Manager
- Table wizard
- Spellcheck
- Undo/redo

Document Manager

Image Manager

Content Scheduling

Versioning

Image Editor

Dynamic Rotating Banner

Photo Gallery

Resources & Support

Zendesk

- Submit support ticket directly to programmer with issue or troubleshooting needs
- Response time within 24 hours for most issues
- Resource Library

Custom Training Manuals

- Administrators
- Department level users

On Site Training

Tiered Support Plans

Citizen & Engagement Tools

Events Calendar

- Customizable viewing options
- Option to have a sub calendar within a department to display only their events
- Recurring event/meeting capability
- Social media integration

Global Search

- Searches page, content, documents (including PDF formats)

Mobile App

- Granite Sky Civic is the exclusive partner of My Community Mobile in the Southeast.
- Features include: Push Notifications, City Hall, Calendar, Report and Issue, Recreation, News, Events, Weather, Social Media Links, Iframe, School Finder, and Service Provider.

Emergency Alerts

- Quick messaging can prominently display: Weather Alerts, Traffic Alerts, Amber Alerts, Silver Alerts, etc. Integration for SMS* and Email alerts.

News & Press Releases

Staff Directory

Quick Links & Who Do I Call

Surveys & Polling

e-Notifications

Newsletters

Other CMS Specs

Responsive Skin

ADA Compliance

- W3C, WCAC & Section 508 guidelines

HTML5 and CSS3 Support

SSL Support

LDAP Support

Website Management Tools

Mega Menus

- Easy-to-use menu enables quicker, more intuitive navigation through the site

Agenda & Minutes Manager

- Quick and easy organization of Agenda and Minutes for all Boards
- Customizable to meet your municipality's needs
- Scheduled & automatic archiving

Social Media Integration & Management

- News items push out automatically to social media platforms
- Calendar events push out automatically to social media platforms

User Permission Levels

- Set up, assign and manage admin security roles
- High level admin users can create new pages and edit entire site
- Security restrictions can be set to allow editing to a specific section or page
- Individual admin users can be assigned access to multiple department pages
- Granular and group based

Form Creator

- Create simple forms quickly and easily and determine recipient

Permit & Licensing Forms

- Can include payments

Reservation Manager

Business Directory

Property Manager

Job Posting Manager

RFP & Bid Posting

Blog

Google Analytics

Dynamic Navigation

Dynamic Breadcrumbs

User Tracking and Accountability

Page Creation

Module Manager

Page Description & Keyword Management

Dynamic XML Sitemap

Global Content Widget

Create Vanity URL

Workflow Management

Multi-Lingual Support

Optional - Scope TBD

Intranet

E-commerce (Partner PACE)

Citizen Request Manager

Integration with 3rd Party Software

Some examples include:

ArcGIS

MuniCodes

Granicus

Blackboard Connect

Sungard Public Sector

Mass Email Providers

Payment Processing

Other Tax & Bill Payment Systems

Publication Readers

Google Translate

Google Analytics

Social Media Platforms

YouTube

RSS

LDAP

SQL Server

Website Timeline Example

Based on the initial work sessions taking place in Feb 2016 the following is a tentative time line.

	Dates	Duration
Research		
		2 weeks
Initial concept meeting	March	
Site Organization		
		2 weeks
Site Schematic Development	March	
Preliminary site navigation	March	
Design		
		4 weeks
Website design	April	
Internal review	April	
Edits to internal review	April	
1st client presentation	April	
Edits due from client	April	
Edits to client review	April	
2nd client review	May	
Edits due from client	May	
Edits to client review	May	
Sign off on design	May	
Programing and Development		
		3 weeks
Send to programming	May	
In programming	May	
Testing and Training		
		4 weeks
Internal testing	June	
Content migration	June	
Client training	June	
Testing	June	
Launch site	July 2016	

"For more than a decade, the City of Statesville has relied on the knowledge, creativity and technical service of Granite Sky for website development. Their advice and skills are invaluable and have allowed us to provide the public with a site that is attractive, informative and easy to use."

– Nancy Davis,
Public Affairs Director,
Statesville, NC

Time line can be tightened depending on the decision making process.

The Leadership Team

Brief biographies of the primary project team:



Mia Holshouser, *Principal Consultant/Owner, Project Manager – Primary contact*

mia@gscreates.com • 704.892.6882 work • 704.572.8437 cell

Mia was an employee of the company for four years when she purchased the business in 2000 and has continued to foster relationships with old clients and expand the client base to new territories. She brings a unique approach to the marketing field that most professionals in her position do not, she is not a designer, she is a listener and strategist. She strives to delve into the organization she is working with to get a clear and concise understanding of the project and then relays the critical information to her team. Mia has worked with local municipalities for more than 17 years and has a strong understanding of the workings of local government and the importance of citizen education. She has sat on multiple committees within local municipalities to plan projects for up to a year prior to their launch.



Jerod Brown, *Project Manager*

jerod@gscreates.com • 704.892.6882 work • 704.677.5487 cell

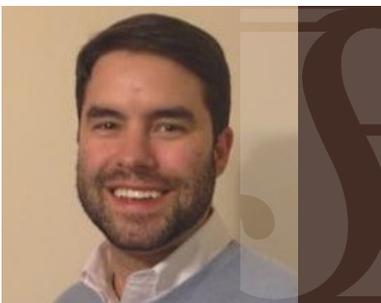
Jerod's strong business understanding enables him to fully grasp the big picture of each project. Because of this, he is able to make sound recommendations as the project progresses. With a triple major in political science, economics and business, Jerod is able to look at a project from many different perspectives. He understands the economic impact of a strong presence within the community for continued development and growth.



Deanna Wilson, *Creative Director*

deanna@gscreates.com • 704.892.6882 work

Deanna has over 23 years' experience in the graphic design industry and has produced many award-winning designs. Her background in mechanical engineering gives her a detail oriented approach while her graphic design and fine art background keeps her designs fresh and relevant. Deanna strives to give each organization she works with a unique look and feel that reflects their mission and identity while effectively reaching and influencing their target market through print and web alike.



Sam Blair, *Lead Web Developer*

sam@gscreates.com • 704.892.6882 work • 704.616.8071 cell

An industry expert with more than 15 years of experience in web design, software development and project management, Sam has a proven ability to deliver results. Sam has worked in the corporate field and also as a freelance consultant delivering dynamic web applications with a concentration on content management systems, mobile integration and database architecture.

Resumes are attached in Appendix A of this proposal. Please reference those for education and years of experience.

Hosting & Security

Hosting Recommendation

We recognize that your RFP states that the City intends to host the finished site, but our recommendation for Government continuity would be to host the website externally, not dependent on the City's infrastructure, in case of natural disaster and or other emergency. We would need to determine the requirements if Active Directory login and security roles are currently utilized.

We provide hosting for most of our client's websites. Our chosen partner is Managed.com formerly Power DNN.

Managed.com has 3 Data Centers in the United States, our Dedicated Servers are located in their primary data center located in the Omaha metro area.

Facility Stats:

Building: Hardened facility, reinforced structure that was originally built by the Defense Department to double as a nuclear fallout shelter for STRATCOM.

Fault-Tolerant Site Infrastructure

Multiple-Fiber Connectivity

Reinforced Concrete Construction

Raised Floors Throughout

Biometric Security



This is a Tier IV datacenter which means they have to meet the strictest standards for security, infrastructure, and accessibility. The servers within this data center also hosts data for financial companies such as PayPal and Wells Fargo.

This facility's location is free from natural disasters, such as floods, hurricanes, earthquakes, and power shortages that plague other data centers throughout the world.

By end of 2015 we plan to launch our own redundant server option for our municipal clients. This will store a complete copy of your site on a separate server at a different datacenter, and provide 100% uptime.

Our servers have not had any DDOS attacks, but the hosting facilities have process in place to funnel down traffic if this type of attack is suspected.

Software Updates and Site Maintenance

We maintain a 99.99% uptime and usually have less than 26 minutes of downtime a year excluding scheduled downtime for maintenance. You will be notified when maintenance is scheduled but it is usually done around midnight to 2:00 a.m. EST to avoid any disruptions in website activity. Server updates and security updates are included with all hosting packages.

Services & Support

Web Analytics



DNN has a built-in integration with Google Analytics, this will maintain all historical data for reporting year-to-year.

On-Going Maintenance and Support – Self-Service Documentation



Once your site is live, you will have complete control over any edits and updates that need to be made within the site.

For issues or troubleshooting help you may need, we utilize a support ticketing system called Zendesk. You will have the ability to submit a support ticket directly to our programmers and developers as well as access resources for common issues and help topics. To access the support ticketing system go to: www.granitesky.zendesk.com.

Response time is within 24 hours on most support tickets, time may vary if a more difficult task is requested, however you will have communication with our team during that time who will keep you apprised of the on-going work and the expected completion time.

We are also in the process of building a documentation library within this system where many questions can be answered quickly rather than submitting a support ticket. This system will be completed before the proposed site would go live.

Migration Plan



We offer migration services for new sites, but we do not recommend this. We have been developing websites for over 17 years and we have found the best way for users to learn how to manage and maintain the site is by migrating their content for the sections they are responsible for. We

will provide an estimate for migration in the budget section of this proposal. If GSC does the migration a production schedule will be agreed upon based on priority of the different sections and departments within the site.

Post-Website Go Live



Once the website is live, we at GSC move into a supporting role. As included with our contract, we will provide 3 months of basic support for administrators of the site. We offer optional Support Plans beyond basic support (as outlined in the Budget section of this proposal). We do recommend an annual review meeting to discuss new features and improvement planning.

Ongoing Training Opportunities

GSC does offer ongoing training as needed, these can be set up on a single basis or can be included in a support contract as listed in the budget section of this proposal. We do recommend a full training session every other year with all personnel responsible for maintaining the website. This helps with new employees that have been brought in and were not part of the original training as well as a refresher to those that are managing the site everyday to learn new features that may have been added in the latest version of the CMS.



Types of Technical Support

We offer 2 Tiers of Technical Support once a website is live:

- Tier I:**
- 15 Hours/month technical support
 - 2 - 4 Business hours normal response time support
 - 1 Business hour response time for emergency issues
 - 24 hour emergency contact line
 - Monthly consolidated analytics report
 - Annual site audit & CMS Upgrade

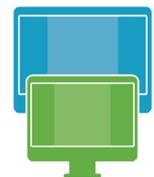


- Tier II:**
- 8 Hours/month technical support
 - 4 - 8 Business hours normal response time support
 - 2 Business hour response time for emergency issues (does not include 24 hr/weekend support)
 - Monthly consolidated analytics report



Future Site Redesign and CMS Maintenance

We recommend you budget for a CMS upgrade at least every other year, this will keep the security features on the site up to date and allow for any new features to be installed. Pricing for this will be in the budget section of the proposal. A redesign or reskinning can be done very easily on this platform.



Ownership

Once the final site is complete your municipality will own all rights to the finished designs and code.

Experience

City of Concord, NC

concordnc.gov

Site Launch 2014

Population: 84,000



Client Since 2000

We have been working with the City of Concord for over 15 years. In 2008 we redesigned their website – which won a 2010 Top Website Government Juggle Award. After 8 years they were ready for an updated look, which we accomplished by re-skinning the site at a fraction of the cost versus building a new site.

FEATURES: Search, Cache, Social Media, Weather, Online Bill Pay, Utility Service Signup, Employment Opportunities, Community Resource Guide, Calendar, Events, Meetings, News and Bulletin Board.

OTHER PROJECTS INCLUDE: Website Design & Implementation; Website Re-skinning; Publish 2 City Magazines Quarterly; Marketing Brochures; Direct Mail; Utility Bill Inserts; Economic Development; Recycling Campaign; Solid Waste Guide; Stormwater Campaign; City Guide; and Parks & Recreation Brochures.

Anderson County, SC

andersoncountysc.gov

Site Launch 2015

Population: 191,000



Client Since 2014

Home of Lake Hartwell and Balloons over Anderson, Anderson County's new website is information driven.

FEATURES: Search, Informative Cache, Online Services, Property Viewer, Business Center, Public Access System, Public Safety, YourGOV, County News, Calendar of Events, e-News Signup, Video Tours, Awards, Affiliations & Recognitions and links to the municipalities that make up Anderson County.

Town of Huntersville, NC

huntersville.org

Site Launch 2015

Population: 51,000

This easy-to-navigate website is eye catching – showing Huntersville’s spirited side. This is the second website we’ve created for the Town of Huntersville, which we accomplished by re-skinning the site at a fraction of the cost versus building a new site.

FEATURES: Search, Weather, Informative Cache, Events and Meetings, News, Tweets, How Do I?, Who Do I Call? Quick Links and CharmMeck Alerts.

OTHER PROJECTS INCLUDE: Website Design & Implementation; Website Re-skinning; Economic Development Consulting and Event Planning.



Client Since 2011

Kannapolis, NC

kannapolisnc.gov

Site Launch 2015

Population: 45,000

With a pop of bright green, this site says, ‘we’re professional and fun too’.

FEATURES: Search, Informative Cache, Weather, eNews & Emergency Alert, Kannapolis Revitalization, Online Bill Pay, News Events, Meetings, Facebook and Forms & Documents.

OTHER PROJECTS INCLUDE: Recycling Calendars; Household Drainage Doorhanger; Events Mailer; Recycling Brochure.



Client Since 2012



Town of Matthews, NC

matthewsnc.com

Site Launch 2009

Population: 30,000



Client Since 2008

We designed the Town's website in 2009, which won a 2010 Top Website Government Juggle Award. We also handle most citizen education and communication for the Town of Matthews.

FEATURES: Weather, Search, How Do I?, Who Do I Call?, Events, Featured Story, News, Forms/RFPs, Join eNews, Ongoing Projects, CharMeck Alerts, Mobile App, Social Media.

OTHER PROJECTS INCLUDE: Logo & Tagline, Brand & Communications Plan; Website Design & Implementation; Economic Development Ads; Economic Development Brochure; Newsletter Masthead; Fleet Graphics; Parks & Recreation Brochure & Maps; Recycling Calendars & Brochures; Town Banners; and Events Calendars.

Lake Norman EDC, NC

lakenormanregion.com

Site Launch 2010

Huntersville, Cornelius, Davidson



Client Since 2011

We developed their website to highlight economic development opportunities within the 3 member municipalities.

FEATURES: Cache, Links to 3 Municipalities, Search, News, Location and Partners.

OTHER PROJECTS INCLUDE: Newsletter; Rebranding.

References

Town	Contact
<p>City of Concord, NC concordnc.gov</p>	<p>Brian Hiatt, City Manager PO Box 308, Concord, NC 28026-0308 hiattb@concordnc.gov 704.920.5215</p>
<p>Town of Huntersville, NC huntersville.org</p>	<p>Bobby Williams, Management Assistant PO Box 664, 101 Huntersville-Concord Road Huntersville, NC 28070 bwilliams@huntersville.org 704.875.6541</p>
<p>City of Kannapolis kannapolisnc.gov</p>	<p>Annette Keller, Director of Communications 401 Laureate Way, Kannapolis, NC 28081 aprivettekeller@kannapolisnc.gov 704-920-4311</p>
<p>Anderson County andersoncountysc.gov</p>	<p>Brian Gambrell, Information Technology Manager PO Box 8002 Anderson, SC 29622-8002 bgambrell@andersoncountysc.gov (864) 260-4000</p>
<p>Anderson County CVB visitanderson.com</p>	<p>Neil Paul, Sales Manager/ Executive Director 110 Federal Street, Suite 8, Anderson, SC 29625 neil@visitanderson.com 864.716.3660</p>

This contact information is provided for the purpose of reference checking only. This information is not to be distributed to a third party or used for any other purpose.

Budget

Website Development	Budget
Design & Development <i>(Includes site redesign after Year 4 of hosting and support plan)</i>	\$23,890
Travel <i>Includes Initial kickoff/concept meeting, design presentation and 1 full day of on-site training, 2 sessions, one for administrators and one for up to 20 content creators.</i>	\$1,627
<i>Design and Development Not to Exceed</i>	\$25,517

Cost by Task, Hours, and Rates	Hours	Rate	Total
Travel	16	\$50	\$800
Administrative /Project Assistant	40	\$85	\$3,400
Meetings	26	\$95	\$2,470
General Service and Prep	38	\$120	\$4,560
Training	8	\$120	\$960
Development	45	\$125	\$5,625
Creative	45	\$135	\$6,075
Estimated Travel			\$1,627

Recommended Website On-going Maintenance and Support	Year 1	Year 2	Year 3	Year 4
Website Hosting (\$125 per month)	\$1,500	\$1,500	\$1,500	\$1,500
CMS Upgrades (Included in Tier I Support)		\$2,750		\$2,750
Support Plan - Optional <i>(Tier II Recommended \$350 per month)</i>	\$4,200	\$4,200	\$4,200	\$4,200

Website Optional Services	Budget
Content Migration	\$3,350
<i>We do not recommend having your web development firm migrate the existing content from your website, we use the migration as a way of training your staff so they are ready to make edits and maintain the new site right from the start.</i>	
Work Session & Focus Groups	\$3,026
<i>We would recommend holding work sessions with individuals deemed appropriate including citizens, stakeholders and staff. This will provide valuable information about the City, the perception of the City both internally and externally. We will provide 2 staff members to conduct and facilitate these meetings.</i>	
Tiered Support Plans	
Tier I	\$750 monthly
Tier II (Recommended)	\$350 monthly

Terms & Conditions

RESERVATION OF RIGHTS. All rights are reserved to Granite Sky Civic (GSC) including, but not limited to, all rights in sketches, comps or other preliminary materials created by GSC.

DATA OWNERSHIP. Once the final site is complete your municipality will own all rights to the finished designs and code.

ADDITIONAL USAGE. If the client wishes to make any additional uses of the designs, the client agrees to seek permission from GSC and make such payments as are agreed upon between the two parties.

CANCELLATION. In the event that work is postponed or terminated at the client's request, GSC will bill for work performed through the date of that request. All expenses incurred by GSC related to the postponed/terminated project will be payable in full at that time.

HOLD HARMLESS. GSC agrees to exercise its best judgement in the preparation of all collateral material for the Client with a view to avoiding any claims, proceedings or suits being made or instituted against you or ourselves. It is mutually agreed, however, that the Client will indemnify GSC against any loss we may incur as the result of any claim, suit or proceedings made or brought against GSC based upon marketing collateral which GSC prepared based on information provided by the Client, and which the Client approved in writing before its production. The Client will indemnify GSC against any loss GSC may sustain as a result of any claim, suit or proceeding made or brought against GSC caused by Client's negligence. Likewise, GSC will indemnify the Client against any loss the Client may sustain as a result of any claim, suit or proceeding made or brought against the Client caused by GSC's negligence.

LEGAL FEES. In the event that any disputes arise out of this Agreement, the client shall pay all arbitration and court costs, reasonable attorney's fees and legal interest on any award of judgement in favor of GSC.

TRAVEL. Proposal includes 3 on-site meetings, initial work session, concept presentation, and training. Additional meetings will be billed at \$50 per travel hour per GSC staff member and a per hour rate for meetings and meeting facilitation, plus travel expenses that could include airfare or billable mileage, as well as per diem lodging and meal rates. All onsite meeting must be scheduled 21 days in advance. Meetings scheduled with less than 21 days could incur additional travel cost to the client. Any additional travel expenses will be agreed upon and billed as incurred.

PAYMENT. Billing options are defined in the Budget section of this proposal. The client agrees to pay GSC based on payment terms of net 10 with 1.5% interest accruing monthly after 30 days. Above estimate is for described work only. Monthly billings will reflect any additional charges or credits. Some costs are subject to sales tax. This estimate is valid for 90 days.

All parties agree to parameters listed above: (Signature/Date)



Granite Sky Civic

City of Asheville NC

/Date

Giving you the freedom
and power to choose
the best partner
– now and in the future.



gscivic.com

704.892.6882