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Website Redesign Proposal



City of Asheville
Price Proposal for Website Redesign Services
Christy Edwards
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February 12, 2016

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Overview of the Company

FGV Media's team of talented creative minds has been producing award-winning work for over 25 years. We specialize in website design, video production and comprehensive marketing services to clients all across the US. Our reputation for first class customer service is unmatched, and our top-notch quality of work speaks for itself.

FGV Media is a division of Journal Multimedia a Fortune 5000 company with offices in Pennsylvania and New Jersey.

Philosophy

PARTNERS, NOT CLIENTS

We take pride in our work. Therefore, when we take on a project, it becomes just as important to us as it is to you. We don't consider the organizations we work with to be "clients." Instead, we look at them more as partners. We are both here to help each other grow.

WE STICK TO OUR WORD

At FGV Media, we take pride in the fact that we deliver what we promise. We stick to the budget, stick to the schedule and always make sure that we meet our partners' expectations.

EVERYTHING IN HOUSE

A saying that can be heard often in the FGV office is, "We do the work." While other companies are forced to outsource to complete parts of their projects, FGV has the capability to do it all, in-house. This ensures that the quality is consistent and our timelines are always met.

CUSTOMER SERVICE

Above all else, the team at FGV Media goes to great lengths to deliver to our partners the best experience possible. During normal business hours there is always someone at the office who will take your call and get you the answers you need or find you someone that can. And in emergencies, you will have our cell phone numbers to contact. We realize that the web runs 24 hours a day and if you have questions, we will be available.

Size & Structure

With 10 full-time employees FGV has the focus and personal attention of a small business but our partnership with Journal Multimedia gives us the capabilities of a much larger organization.

Services:

- | | |
|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|  Video Production |  Branding & Marketing |
|  Website Design |  Media Placement |
|  SEO/SEM |  Graphic Design |
|  Social Media |  Live Events |

Partner Examples:



Project Objectives

FGV Media is pleased to submit this proposal to the City of Asheville, North Carolina for the redesign of their website.

FGV is capable of meeting all the requirements outlined in the RFP. The website we are proposing will help the City of Asheville meet the following key goals from the detailed list in the RFP:

Creative Goals

- Create a responsive design world class website that will deploy on all devices that enhances functionality and the user experience and meets the needs of a diverse group of site visitors including citizens, business, communities, tourists and employees.
- Develop an engaging, interactive site of the highest quality and intuitive navigation offering a pleasant experience for all visitors.
- Create an area for interaction with community and residents, developing a repository for ideas, discussion and engagement.
- Provide easy-to-access and current public information, vital to the community and its residents prominently on the home page.
- Work with content contributors to develop content to the new site as well as high quality original images and stock images that can be featured in a variety of ways including rotating banners.
- Migrate all current content and approximately 500 pages to the new site.
- Develop strong representation and connectivity to all relevant social media pages.
- Create a site that is focused on portal security and secure against attacks and hacking.
- The site will be created to support the branding of the city and the diverse makeup of it's residents.
- Multiple CMS user roles.
- News and announcements section featured on the home page.

- Flexibility in the site design to allow for growth and expansion.

Technical

- Attention will be paid to all security elements and potential risks.
- FGV Media will provide a minimum of three design concepts for the home page and second/third level samples.
- The site will be constructed to accommodate all browsers.
- WYSIWYG content editor will be administered.
- Content editor access and security through passwords.
- FGV will utilize a Word Press based content management system that is customized to the City of Asheville's needs and easy to operate by staff.
- FGV will also provide on site training and customer support on the CMS.
- Web stats will be available through Google Analytics and SEO reporting will be provided as needed.
- Comprehensive documentation

If FGV is selected as the vendor, a follow up meeting will be set up to take place within one week from the contract signing, either in person or via phone. This meeting will be held to discuss the direction of the site, including: design elements, specific features and content. Subsequent meetings, either in-person or via web conference will follow, either once a week or every other week, as determined by site progression.

Once the creation of the site is underway, FGV will provide a testing server link to our proprietary *Progress Hub*, where the client can preview and monitor progress, as well as submit feedback, content, graphics and more.

FGV evaluates the effectiveness of the Content Management System through post project surveys of our clients. Upon completion of the website work, FGV sends out a survey to our clients to evaluate the effectiveness of the CMS training provided, overall satisfaction with the project and the work performed and satisfaction, ease of use and effectiveness of the CMS.

Scope of Work

FGV Media will work in cooperation with members of the City of Asheville team to redesign the website. The site will be custom designed using a combination of HTML5, CSS3 and JavaScript. The Content Management System (CMS) is built on a WordPress platform to make for an extremely user-friendly experience and ability to make a variety of updates as the site progresses. This CMS platform in no way limits the design capabilities.

Project Goals:

Our goal is to create a sophisticated, modern and user-friendly website that communicates the brand and provides easily-accessible information to all visitors. The site will also be easy to update and maintain, and fulfill all other requirements as outlined by the client in the RFP.

Key Elements Will Include:

Better User Experience

Intuitive navigation that allows for even the most “technologically challenged” to find what they are looking for quickly and efficiently. The site will also be accessible to users of all abilities.

Administrative Friendly

User will have the ability to easily update and control content, graphics, etc.

Clean & Attractive Look

Modern layout and the restructuring of content that keeps the site looking fresh without sacrificing content

Little to No Loading Time

Browser caching, no redirects and compression lead to lightning fast loading speed

ADA Accessible

- Text size adjustment capabilities
- Screen reader optimization

Fully Responsive & Optimized for Mobile

Site retains clean look on all devices – no picture or text cropping

Website Security & Backups

- SSL certificates for secure content encoding/decoding
- Custom tools to limit login attempts and possible fraudulent communication (spam)
- Weekly backups for all content and databases

Content Migration

- Migration of existing and newly developed content
- Redesign for easier management and updates

Easy to Use Calendar

- Can be sorted by date, event, group etc.
- Flexible look and design
- Simple for administrators to add events

More Visitors

- Entire site is built with SEO in mind to help draw in new visitors
- Current keyword analysis
- Crafting of new keyword strategy

Shareable Content

- Administrators can select what content they would like to be shareable (All new content can be shareable as a default)

Comprehensive Training

- In-person Session
- Guide provided for future trainings
- One month of tech support no additional charge

Additional Areas of Website Support:

TRAINING

Training will be provided prior to the site's launch, and we recommend that anyone who may have access to the site be in attendance. By teaching our customers how to easily manage and update the site, we find they are able to make faster changes and save money, versus paying for your website company each time you have an update or change in content.

FGV is always available for additional support as needed, and we pride ourselves in prompt and effective customer service.

SEO, DIGITAL AND SEARCH ENGINE MARKETING

FGV provides direction and strategies for effective digital and search engine marketing campaigns to a variety of our website clients. Services include Google AdWords, purchase of ad space on relevant sites and retargeting through sites like Amazon and Facebook. Our media services are handled at a national level, granting us access to the best and most up-to-date software and allowing us to purchase media at more competitive prices with more effective results.

HOSTING

We recommend that FGV hosts your new site, however, you may continue to host with your preferred server for a one-time \$150 alternate hosting fee. Otherwise, hosting with FGV is \$1,500 a year, and the only reoccurring charge you will receive from us.

VALUE ADDED SERVICES

GUIDE TO SOCIAL MEDIA

A simple guide to help your organization build its audience via different social media platforms.

VIDEO PRODUCTION SERVICES

FGV will provide as part of the web package a 3-4 minute video highlighting the City of Asheville and its amenities. The video will include two days of shooting in Asheville, NC, editing of the video, music track, script and professional narrator. The final video to be featured on the new web site.

Additional Services:

VIDEO - \$1500/minute average

FGV offers complete in-house video production services, and has been producing award-winning video for over 25 years. For more information or examples, please contact us or visit our website. (Photography services also available.)

SOCIAL MEDIA – Pricing will vary

We provide a variety of levels of social media support. From a comprehensive audit of your current social efforts, to complete campaign strategy creation and management, our social media team can create compelling content for all your social media channels and respond to any interaction, promptly and professionally.

Proposed Timeline

We estimate that this site design will take 3 to 4 months.

March 15th	Projected begins
March 21 week	Initial meeting held between FGV and Client
April 4 week	First draft of homepage (3 versions) provided to Client
April 18 week	Updated version of homepage provided/finalized along with second and third tier pages presented.
May 2 nd week	Content migration, additional pages being created and built
May 16 week	Changes to most recent draft to FGV, additional functionality and content being developed
May 31st	Close to finalized version of site provided to client
June 20 th	Final changes and all missing elements delivered to FGV
July 1st	Proposed Site Launch

Team Qualifications

FRAN MASCIANTONIO (PROJECT MANAGER)

Thirty years of experience in all aspects of media and professional television. Fran works closely with clients and focuses on development of the business/working relationship for the long term, not on finishing the job and moving on.



JESSICA WOLFE (CLIENT CONSULTANT)

Jessica will serve as Account Manager on the project and work with the client on all aspects of the project. She has a BA degree in English from Shippensburg University. She has been with FGV since 2011 and spent 5 years with HBG Regional Chamber.

JASON RITCHEY (CREATIVE DIRECTOR/WEB DESIGNER)

Graduated from Bradley Academy of The Visual Arts with an Associates in Multimedia Design in 1998 and started working for FGV the day after. 17 years later and he's created 100s of websites for just about every type of business imaginable.



DAVID DOHERTY (DEVELOPER/CODING)

David has a Bachelor's degree in IT as well as an Associate's degree in digital graphic arts; both received from Central Penn College. He has worked as a web developer and content specialist for companies such as Hershey Medical Center.

DAVID GUTSHALL (DEVELOPER/CODING)

Since obtaining a degree from Penn State in Computer Science and another from the Art Institute in Graphic Design, David has been in the business of web development and design. His passion is making clean and easy to navigate sites.



AUBREY ANDERSON (MARKETING/SEO SPECIALIST)

Aubrey graduated from Penn State with a degree in business management as well as a degree in marketing. She has overseen the development of numerous websites and is in charge of on-page and site-wide SEO strategies and their implementation.

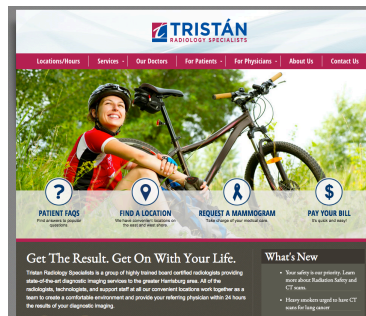
Portfolio of Work



Mission Central
www.missioncentral.org



TFEC
www.tfec.org



Tristan Radiology
www.tristans.com



K&W Engineers
www.kandwengineers.com

Client References

McCormick Taylor, *Virginia Office*
 4951 Lake Brook Drive
 Glen Allen, VA 23060
 Rich Butala
Now located in FL office
 Rabutala@mccormicktaylor.com
 813-618-5900

AECOM
 1700 Market Street, Suite 1700
 Philadelphia, PA 19103
 Thomas Cushman
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 1835 Market Street, Suite 300
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 215-979-7700

K&W Engineers
 470 Friendship Road, Suite 100
 Harrisburg PA 17111
Ann Stacey
 Business Development
 717-635-2284

“Working with FGV Media has been a great experience. We are repeat customers. I hired FGV based on a recommendation from a local non-profit organization, their creative skill, and technical knowledge. Jason, Dave, and Jessica have provided exemplary customer service. Without hesitation we again contracted with FGV for our latest website upgrade.”

-Robert Visscher, Executive Director, Mission Central

“We thought our ideas about a website update were pretty well organized. We were wrong! Thankfully, FGV’s knowledgeable and experienced staff could lead us through the fog to a clear sense of both content and design refinement. With equal parts patience and creativity, FGV staff offered suggestions and shared their understanding of best practices to translate our needs into a new site that we can even update on our own easily. I highly recommend them!!”

-Ann M. Stacey, Business Development, K&W Engineers

FGV understands the project needs and capably works well in collaboration with our team as well as working independently to get the job done. As a frequent sub on our communications team I know I can rely on FGV to understand the goals of the project and deliver a finished assignment on time.

-Leanne Doran, Associate, McCormick Taylor Consultants

Detailed Budget



FGV Media

A Division of Journal Multimedia
6 State Road Suite 111
Mechanicsburg, PA 17050
717-975-9210

Client: City of Asheville
Reference: Christy Edwards
Project: February 12th Due Date - Web Redesign

Date: February 12, 2016

*Prices valid for 90 days from date of estimate.

Description	Hours	Rate	Sub Totals
Website Development			
Planning & Development <small>Website planning (meetings, phone calls, gathering content, outlines, etc.).</small>	10	\$150.00	\$1,500.00
Layout Design <small>Creating the general layout for the website's home page and subpages.</small>	18	\$150.00	\$2,700.00
Coding & Creation <small>Creating the working foundation for your new website.</small>	30	\$150.00	\$4,500.00
Total	58		\$8,700.00
Page Population/CMS Customization			
Content Creation <small>We will write and edit copy for your website.</small>	4	\$150.00	\$600.00
Content Population <small>Taking the content we write or that you supply and putting it into the website.</small>	20	\$150.00	\$3,000.00
CMS Customization <small>We will customize and add helpful tools to your admin area (traffic stats, site backups, etc.).</small>	8	\$150.00	\$1,200.00
CMS Training <small>Training you how to edit and control your website.</small>	4	\$150.00	\$600.00
Total	36		\$5,400.00
Search Engine Optimization & Marketing			
Essential Search Engine Optimization (SEO) <small>We conduct a keyword analysis to find the best words and phrases to optimize your website based on trends, popularity and competition. We also make sure you are taking advantage of search engine profiles and various other ways to drive website traffic.</small>	8	\$150.00	\$1,200.00
Search Engine Marketing (SEM) <small>We can help drive even more traffic to your new website with social media campaigns, pay-per-click campaigns and quality link building.</small>	<input type="checkbox"/>	\$0.00	\$0.00
Total	8		\$1,200.00
Modifications			
Final Testing & Modifications <small>There are always last minute changes. This is the time for those.</small>	8	\$150.00	\$1,200.00
Total	8		\$1,200.00
Additional Services			
Logo Design	0	\$150.00	\$0.00
Branding Concept & Development	0	\$150.00	\$0.00
Professional Photography (Half-Day)	<input type="checkbox"/>	\$500.00	\$0.00
Stock Photos/Artwork	<input checked="" type="checkbox"/>	\$50.00	\$500.00
Site Hosting (1 Year) <i>Recommended.</i>	<input checked="" type="checkbox"/>	\$1,500.00	\$1,500.00
Additional Costs <small>Any extra costs outside of those listed above.</small>	<input type="checkbox"/>	\$0.00	\$0.00
Total	0		\$2,000.00
Total Project Costs	110		\$18,500.00