CITY OF BLOOMINGTON

City of Bloomington Capital Improvement (CBCI)

BOARD MEETING
WEDNESDAY, OCTOBER 18, 2023, 4:00 P.M.
Allison Conference Room (Suite #225, City Hall, 401 N. Morton St)
JOIN BY ZOOM
https://bloomington.zoom.us/j/86325603534?pwd=VlhRWGc1emoybEZrNHViempXQ1RYZz09
Meeting ID: 863 2560 3534
Passcode: 691669
One tap mobile
+13017158592,,86325603534# US (Washington DC)
+13052241968,,86325603534# US
Find your local number: https://bloomington.zoom.us/u/keAUpGI8Di

MEETING AGENDA

1. Approval of minutes from 9/26/23 meeting
2. Declaration/review of board member conflicts of interest
3. Development solicitations update – Stephany Lin, U3 Advisors
   a. Hopewell South - Public Offering of Blocks 8-9-10
   b. Hopewell East – RFI Blocks 1-2-3
4. Schedule Updates – Deb Kunce, J.S. Held
   a. Kohr Development – HUD Environmental
   b. Hopewell South – proposed building demolition
   c. Hopewell East – primary plat
   d. Sustainability Consulting
   e. Environmental Consulting
5. Website – Valerie Peña, CBCI
6. Hopewell East Arts Program – update on Arts Commission by Holly Warren, Interim Director of Economic Development and Sustainable Development (ESD)
7. Review meeting schedule for balance of 2023 – Mick Renneisen

CITY OF BLOOMINGTON

City of Bloomington Capital Improvement (CBCI)

BOARD MEETING – SPECIAL SESSION
TUESDAY, SEPTEMBER 26, 2023, 3:00 P.M.
Allison Conference Room (Suite #225, City Hall, 401 N. Morton St)
And via Zoom

MEETING MINUTES

Board Members present: President Mick Renneisen, Vice President Valerie Peña, Secretary/Treasurer John West, Member Sarah Bauerle Danzman, Member Doris Sims, all via Zoom
Board Members absent: none.

1. President Mick Renneisen called the meeting to order: 3:04 p.m.
2. Roll call by Recording Secretary Ashley Sparks:
   a. All members present via Zoom as listed above.
3. Approval of meeting minutes from 8/2/23 meeting
   a. Moved by Secretary/Treasurer West, seconded by Member Sims
   b. Approved 5-0
4. Declaration/review of board member conflicts of interest: President Renneisen asked if any to declare, none to declare.
5. Hopewell
   a. Schedule Updates: Public Offering of Blocks 8-9-10 update by Ms. Deb Kunce of JS Held (the project management firm)
      i. Ms. Kunce announced that the RFI release has been approved by U3 and City Staff. Ms. Kunce provided a timeline for proposals; A pre-proposal meeting will be held the week of October 2 and responses will be due by December 1. U3 will do the initial vetting, followed by future conversations with an evaluation committee.

        ii.   Ms. Kunce announced that the evaluation team has decided that there are viable proposals for Blocks 8-9-10. The RDC will issue public offering, effective October 2 with bids due by November 1.

   b. IUH Property Conveyance Site Conditions Notice Deadline

        i.   Ms. Kunce announced that the IU Health site conveyance and site conditions notice have been issued with a 60-day deadline for responses.

   c. Hopewell West Alley Vacation Request

        i.   Ms. Kunce announced that support is being sought from Council on October 4 for the West alley vacation request.

        ii.   Ms. Kunce discussed the application for the DOT Reconnecting Communities and Neighborhoods grant application, which has been submitted to request for the remaining infrastructure funding and city expenses needed. This grant will be awarded in January.

6. Vote on Approval to Release RFI Blocks 1-2-3

   a. Ms. Kunce stated that the Board has a draft 98% complete and showed a final draft on the screen for Board members to review. There is a need for the Board to confirm the desire for U3 to issue the RFI to 350 entities. Ms. Kunce informed the Board of the various City employees who have reviewed the document.

        i.   Member Doris Sims asked for a copy of the RFI. President Mick Renneisen directed her to the packet sent to the Board.

        ii.   Secretary/Treasurer John West asked if there were substantial changes to be brought to the attention of the Board. Ms. Kunce stated that the only change is the percentage of ownership being set at 15%.

        iii.   President Mick Renneisen commented on his experiences sitting in on meetings with City employees as they review the document.

        iv.   Secretary/Treasurer John West noted that the RFI for Blocks 1-2-3 involved less demolition. Ms. Kunce agreed, stating it is likely to be a popular spot for developers.

     v.   Vice President Valeria Peña made a motion to approve the release of RFI. Member Sarah Bauerle Danzman seconded the motion. Motion passed unanimously.

7. Other Business
    a. Website updates by Vice President Valerie Peña
       i.   Vice President Valerie Peña stated that the website contract letter is in the process of being written and will be ready for approve on October 18, with the understanding that the Board will receive it before October 18 to review.
      ii.   Vice President Valerie Peña requested permission to pull artwork into the proposed website. Ms. Kunce stated that this is acceptable.
    b. Upcoming Meeting Schedule discussion led by President Mick Renneisen
       i.   Ms. Kunce stated no need to meet for the regularly scheduled meeting on October 4. The meeting on October 18 will meet predominately to discuss updates.
      ii.   Ms. Kunce suggested the bids for the demolitions on blocks 8-9-10 can be communicated in writing. The RDC's recommendation will be received on October 16.
           1. Secretary/Treasurer John West asked if the Board will recommend demolition except for 714 S. Rogers and 614 1st Street. Ms. Kunce clarified exceptions to the demolition request and stated that quotes will also be given for the inclusion of these buildings.
           2. Secretary/Treasurer John West asked if bidders for Blocks 8-9-10 are assuming the buildings at 714 S. Rogers and 614 1st Street are included. Ms. Kunce discussed the need for this to be decided prior to October 2 and stated the RDC's desire for these buildings to come down.
           3. Member Sarah Bauerle Danzman asked if the RDC has discussed this topic and if RFIs will include these demolitions. Ms. Kunce answered that one of the proposals included the property at 714 S. Rogers, though it is not legally binding.

4. Member Sarah Bauerle Danzman asked for clarification on the lots being offered due to potential reuse of the buildings. Ms. Kunce stated that there are timing considerations in play for this subject and demolition bids are able to be held for 30-60 days before making a final decision.

8. Public Comment - none

9. Motion to adjourn: moved by Secretary/Treasurer John West; seconded by. Motion passed 5-0. Meeting adjourned: 3:34 p.m.

Hopewell

City of Bloomington Capital Improvements Board

October 18, 2023

Subject: Development Solicitations Updates

Background: Private developers are needed to create housing at Hopewell.

Activities: A public offering for Blocks 8-9-10 development has been issued and will be received by the Redevelopment Commission in early November. Per CBCI approval, a Request for Information (RFI) was issued for development of Blocks 1-2-3. During a pre-RFI submission meeting, the following developers showed initial interest by participating in the meeting.

Developer Attendees

Firm	City
Allied Argenta	Santa Monica, CA
American StructurePoint	Indianapolis, IN
Brinshore	Chicago, IL
Buckingham Companies	Indianapolis, IN
BWI LLC	Indianapolis, IN
Commonwealth Development Corp	Cedar Rapids, MI
Crestline Development, LLC	Indianapolis, IN
Flaherty and Collins	Indianapolis, IN
Holladay Properties	Indianapolis, IN
KW Together (Andrew Livingston)	unknown
Landis Developments	Fort Wayne, IN
Matt Ellenwood	unknown
Real America	Indianapolis, IN
Rubicon	Bloomington, IN
Sullivan Development	Indianapolis, IN
T&H Investments/Hageman Group	Indianapolis, IN
The Michaels Development Organization	Chicago, IL
The Neutral Project (with Michael Green Architecture)	Madison, WI
TWG	Indianapolis, IN
Weyland Ventures / CityVisionAssociates	Louisville, KY

Developer Firms by City

Bloomington, IN	1
Indianapolis, IN	10
Fort Wayne, IN	1
Chicago, IL	2
Louisville, KY	1
Madison, WI	1
Santa Monica, CA	1

Hopewell

City of Bloomington Capital Improvements Board

October 18, 2023

Subject: Schedule Updates

Background: Multiple initiatives are being planned at Hopewell.

Activities: Key activities below:

1. Grant Funding Request submitted — Sept 21* (attached)
2. Hopewell West alleys vacated — Oct 4 – by City Council
3. Local Council of Women State Site — Oct 5 – granted by State of Indiana (attached)
4. Demolition – Blocks 8-9-10 — Oct 10 – bids received
5. Garage – 50% study completion — Nov 1 – by CE Solutions
6. Public Offering Blocks 8-9-10 — Nov 1 - RDC receives
7. RFI Blocks 1-2-3 — Dec 1 - CBCI receives
8. Public Offering Blocks 8-9-10 — Dec 2 - Negotiations begin
9. Kohr – expecting tax credit decision — Dec
10. IUH Conveyance — Dec 31 - Contractual conveyance
11. Hopewell East Secondary Plat — Dec 31 – target date
12. 1st St Reconstruction Bidding — Dec – target release date

Other activities with more specific dates forthcoming:
- HUD environmental review related to use of federal funding
- Underground storage tank removal (UST)
- Sustainability consulting vendor – 4 proposals received and currently in review.

*Department of Transportation Reconnecting Communities and Neighborhoods Program - -grant targeted for submission September 21. Goals of this grant:
- Reconnection and transportation
- Environment resiliency and sustainability
- Affordability/access to jobs

GRANT SUBMISSION SUMMARY: City of Bloomington, IN, Hopewell Neighborhood Capital Planning: FY 2023 RCN Program Budget

Description	RCN Program Funds	Other Federal Funds	Non-Federal Match	Total
Project Area Maintenance and Public Safety				
Security	$ 125,000.00	$ -	$ 125,000.00	$ 250,000.00
Grounds and Maintenance	$ 5,000.00	$ -	$ 5,000.00	$ 10,000.00
Fencing and Barricades	$ 35,000.00	$ -	$ 35,000.00	$ 70,000.00
Neighborhood Signage	$ 15,000.00	$ -	$ 15,000.00	$ 30,000.00
Subtotal	$ 180,000.00	$ -	$ 180,000.00	$ 360,000.00
Phase 1 East Development				
Construction Inspection	$ 293,685.00	$ -	$ 293,685.00	$ 587,370.00
Construction	$ 3,068,071.00	$ -	$ 3,068,071.00	$ 6,136,142.00
Subtotal	$ 3,361,756.00	$ -	$ 3,361,756.00	$ 6,723,512.00
1st Street Reconstruction				
Construction Inspection	$ -		$ 475,000.00	$ 121,000.00
Construction	$ -	$ 4,069,189.74	$ 1,017,297.26	$ 5,086,487.00
Subtotal	$ -	$ 4,069,189.74	$ 1,492,297.26	$ 5,207,487.00
Hopewell West and Partial Jackson Street Development				
Design	$ -	$ 606,640.00		$ 606,640.00
Construction Inspection	$ -	$ 121,000.00		$ 121,000.00
Construction	$ -	$ 1,022,420.00		$ 1,022,420.00
Other Engineering	$ 256,560.00	$ 49,940.00		$ 306,500.00
Subtotal	$ 256,560.00	$ 1,800,000.00	$ -	$ 2,056,560.00
New Streets and Extensions (Design and Construction)				
University Street	$ 1,942,430.00	$ -	$ 1,942,430.00	$ 3,884,860.00
Greenway Street	$ 4,252,099.74	$ -	$ 801,900.26	$ 5,054,000.00
Jackson Street (remaining 50% of Jackson St)	$ 442,260.00	$ -	$ 442,260.00	$ 884,520.00
New Fairview Street North	$ 618,990.26		$ -	$ 4,688,180.00
Subtotal	$ 7,255,780.00	$ -	$ 3,186,590.26	$ 14,511,560.00

Street Improvements (Design and Construction)					
Rogers Street	$	1,528,450.00	$ -	$	1,528,450.00	$	3,056,900.00
Maple Street	$	716,100.00	$ -	$	716,100.00	$	1,432,200.00
Wylie Street	$	555,170.00	$ -	$	555,170.00	$	1,110,340.00
Fairview Street (existing street between 1st and Wylie St)	$	951,160.00	$ -	$	951,160.00	$	1,902,320.00
Morton Street	$	1,065,190.00	$ -	$	1,065,190.00	$	2,130,380.00
Subtotal	$	4,816,070.00	$ -	$	4,816,070.00	$	9,632,140.00
Contractual							
Project Management (JS Held)	$	126,200.00	$ -	$	126,200.00	$	252,400.00
Development Consultation (LEED)	$	71,250.00	$ -	$	71,250.00	$	142,500.00
Subtoal	$	197,450.00	$ -	$	197,450.00	$	394,900.00
Grand Total	$	16,067,616.00	$ 5,869,189.74	$	13,234,163.52	$	38,886,159.00
Percent of Total Cost		41%	15%		34%		100%

Summary	RCN Program Funds		Non-Federal Match	
Non-Federal Match that is Currently Committed by Project Review Form (last updated Sept 5, 2023)			$	5,231,503.26
Non-Federal Match Commitment Needed, if Grant Awarded at 100%			$	8,002,660.26
Currently Committed $$ Project Review Form that could be offset with federal funds	$	3,995,766.00		

RESULT: Potential Additional Funds required beyond current Project Review Form, if grant is awarded at 100% $ 4,006,894.26

RESULT: % of new $$ committed vs. RCN Program Funds 25%

STATE OF INDIANA

Eric J. Holcomb, Governor

Casey E. Pfeiffer, Historical Marker Program Director

INDIANA HISTORICAL BUREAU DIVISION
INDIANA STATE LIBRARY
140 North Senate Avenue, Room 130
Indianapolis, Indiana 46204-2207
Telephone: (317) 232-2537
TDD: (317) 232-7763
E-mail: cpfeiffer@library.in.gov
Internet: www.in.gov/history

October 5, 2023

Glenda Murray
525 W. Third St.
Bloomington, IN 47404

Dear Glenda,

Congratulations! The application you submitted for the Local Council of Women, in Monroe County, for the 2023-2024 Indiana State Historical Marker Program, has been approved by the Indiana Library and Historical Board and has been awarded $1,000 through the William G. Pomeroy Foundation marker grant funding.

IHB staff will contact you once we begin work on this marker and will keep you updated on our progress. We will do additional research, fact checking, and editing of the proposed marker text for clarity, to meet space limitations, add historical contexts, or sharpen points of significance. Once the text is edited by our agency, we will send it to you for comments and approval.

Applicants are responsible for raising the remaining balance for the marker ($2,300) and for obtaining site permission and any related costs associated with it. Please begin working with the property owner as soon as possible to obtain the necessary permission or permits to have the marker located on that site. I have enclosed a copy of the Site Permission form along with this letter. The property owner should complete this form. Please keep in mind that if the marker will be installed along city right-of-way additional permits may be required. Contact your city early in the process to determine what is needed.

Exception: If the proposed location is on a state right-of-way please let us know as soon as possible so that we may work with INDOT to obtain the necessary permission for the site.

Note: Our marker manufacturer has been working through an extensive backlog of marker orders from across the country accrued during the pandemic that has resulted in much longer production turnaround times. As a result, please be aware that we may not be able to meet dedication dates listed in your application. IHB recommends holding off on planning a dedication until we are able to place the order for your marker and receive confirmation of a completion date from our manufacturer.

Indiana Historical Bureau
Serving Indiana since 1915.
Equal Opportunity Employer

IHB staff will place the order for the marker with our manufacturer once:

1. The final text is approved and IHB receives the signed Acceptance of Text form from the applicant.
2. The applicant obtains site permission for the marker location and submits the Site Permission form to IHB.
3. IHB receives payment for the marker from the applicant.

Please note that applicants are also responsible for the installation of the marker, except in instances where the marker will be located along state right-of-way. The Pomeroy funding covers the cost to manufacture the marker and its post as well as shipping and delivery, but it does not cover installation or any other costs associated with the site. I have enclosed a copy of our Installation Instructions along with this letter.

Thank you again for your interest in the Indiana State Historical Marker Program! We look forward to working with you on this marker. If you have any questions, please feel free to contact me.

Sincerely,

Casey Pfeiffer

Hopewell

WEBSITE DEVELOPMENT

Request For Proposal

CBCI Commission

401 N. Morton Street, Suite 210
Bloomington, IN 47404

From: Valerie Pena, Vice Chair CBCI Commission
Date: 11/17/2023
Re: Website Design

On behalf of the Hopewell Housing Development, CBCI is seeking vendors to respond to a request for a redesign of the current Hopewell website found here: https://bloomington.in.gov/hopewell

As a selected vendor we would like to ask you to prepare a proposal to accomplish the task that includes timeline, cost, and deliverables. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. We understand that details may be subject to change upon vendor recommendation and / or research of more optimal solutions. In your proposal, please feel free to suggest alternatives where noted.

Table of Content

1. Guide to this RFP
2. Project Overview
3. Background
4. Project Goals
5. Website Appeal
6. Proposed Sitemap
7. Scope of Work
8. Technical Requirements
9. Budget
10. Project Timeline
11. Format and Proposal Details

1) Guide to this RFP

Our expectation is that this document will convey our vision for the new site and specific challenges with the existing one. It includes a background section about our organization, suggests an outline for organizing the content of the new site, and desired technologies. In providing these details, our intent is not to convey that we have all of the answers in creating the best possible site. The ideal and preferred vendor will bring its own ideas and vision based on industry expertise, technical capability, and client relations, guiding us to incorporate our goals into that vision. Please feel free to email vpena@iu.edu with questions or comments.

2) Project Overview

City of Bloomington Capital Improvements, Inc. (CBCI) is a five-member board of directors established to benefit, perform, and carry out the charitable, educational, and other public purposes of the City of Bloomington. The Hopewell Neighborhood Development is a project currently within the scope of CBCI. The current Hopewell website was introduced as a placeholder for community information on the early development of the former IU Health Bloomington hospital site. As the project has progressed it has been determined by CBCI that a new, more robust website would be beneficial for providing the community and potential users of the site with inspirational up-to-date information on the progress of the development.

3) Background

Hopewell is a new neighborhood being created following the decommissioning and demolition of the former IU Health Bloomington campus on West 2nd Street. The plat approved by the City Plan Commission in February 2022 is focused on the block bound by 2nd Street, Rogers Street, 1st Street, and the B-Line. The City of Bloomington contracted with Borshoff, an Indianapolis-based advertising and public relations firm to assist with naming and branding the development. The name Hopewell was selected as a tribute to the original landowner of the site, Isaac Hopewell, and the historic Hopewell House which was converted into a much-needed local hospital in 1905. The Hopewell name captures the history of the site while also projecting an inspiring vision for its future.

4) Project Goals

The goals of the new website are to:

1) Provide historical context on the vision, purpose, obtainment, and background of the project.
2) Provide up-to-date information on the progress of the development and opportunities available to contractors, developers, and other interested parties.
3) Highlight the future assets of the project through branding and powerful imagery to enhance interest in the project from potential tenants of the project. This third goal will become the primary focus as the project develops and units become available.

4) Provide timely information to the pubic that showcases the process for decision making and provides an ability to ask questions.

Primary audiences include developers and other interested parties in the development process of the project as well as citizens interested in the progress of the site. Secondary audiences include potential users of the finished site. This secondary audience will move to the primary audience position once the project is able to begin taking interested buyers.

5) Website Appeal

The website should project energy and excitement often associated with the rebirth of an underutilized area. While the name and branding concentrate on the historical and community importance of the project, this development will be seen as a fresh, walkable community with a variety of housing options and occupants connected by designed areas for community gathering, play, and entertainment.

6) Proposed Sitemap

As much as the visual design impacts visitors' perception of the project, the website's navigation should include and be able to support:

About – History – Managing governmental/non-profit units – Project Background

Development Plan – Master Plan – Current Activity – Interactive Maps – Visual renderings

Supporting Materials – Plans and Documents – Past Virtual Town Halls

News – Blog, Articles, Photo galleries, time-lapse video

Contact Us – Form for requesting information

The current site is hosted on WordPress and a new website on the same format is desired but not required. A domain name of HopewellBloomington.org has been purchased and is owned by the CBCI. All PDFs and recordings on the current site will need to be transferred and available on the site for download. Artwork showcasing visual aspirations of the site will be provided in the appropriate formats to your designers. All logos and branding elements will be provided as well.

7) Scope of Work

Item	Deliverable
Project Management	Provide overall management of the project partnering with our team but taking the lead when necessary. Work with CBCI to establish timely milestone and budget reports that will be delivered without monitoring and/or prompting.
Content strategy	Provide for initial setup and as major milestones of the project are met.

Copywriting	Limited need, initial onset may have greater need.
Information design	Provide sitemap assistance and wireframes layouts for review.
Visual design	Provide ideas for project beyond what is presented initially based on expertise in the field. Branding, color palette, fonts, and visual elements will be provided. Designs/source files available for review in either Photoshop or PDF.
Search engine optimization	High importance and on-going throughout the project
Front-end coding (HTML/CSS, animations)	Dependent on final design.
Mobile device optimization	Ability to create user-centered design, making the user's mobile experience as seamless as possible.
Testing & quality assurance	Include process and any options
Analytics Software	Provide options on dashboard development
Ongoing Support / Retainer	Provide options with individual hourly rates
Timeline for Completion	Please provide timelines for discovery phase, production phase, and launch phase.

8) Technical Requirements

Content Management Software

Wordpress would be the desired platform, but we are open to alternatives if you are more familiar or comfortable working in certain platforms or in-house solutions.

Web Host

The City of Bloomington IT department will be the host of the site and provide backup to the site. The domain HopewellBloomington.org has been secured and can be transferred to the provider during development.

Browser Support

Design most be supported in all common browsers such as Google Chrome, Microsoft Edge, Firefox, Safari etc.

User Accounts

We would request three (3) user accounts be provided above any necessary for the vendor.

Accessbility

Website must be Section 508 compliant.

Mobile Responsive Design

Provide cost for any specific mobile responsive design outside of standard mobile design expectations.

9) Budget

The CBCI currently has budgeted $10,000 - $18,000 for this project.

10) Project Timeline

Desired launch of the new website is March 1, 2024.

11) Format & Proposal Details

Please submit proposals in either PDF format to Valerie Pena vpena@iu.edu. Vendors are free to use free-lancers and sub-contractors. Proposals should include:

- Information on your company including location
- Examples of similarly-complex projects
- Client references and whether email or phone is better to contact them

- Projected timeline with major tasks and milestones identified with requirements from CBCI
- Project budget by line item
- Plan for mobile / responsive design

Deadline for submitting proposals is noon Dec.5, 2023.

Interviews will be scheduled the week of Dec. 11-14th and maybe be done in-person or remote.

Contract will be awarded December 18, 2023.

Please send submissions via email to: vpena@iu.edu

Hello CBCI Board:

The Hopewell RFP went out to 10 local vendors, and we received a total of six companies interested in providing a proposal. Five of the proposals are attached, a sixth asked for an extension to rework their calendar and I granted it. I will send the final proposal on Friday, Dec. 15th.

I put together a spreadsheet to assist with the review. As you know I will not be in attendance for the meeting in person on Dec. 20th, but I will make every attempt to zoom in from Mexico. Happy to discuss any of the RFPs prior to my leaving on Saturday, Dec. 16th

Hopewell Website RFP Responses

Company	Company Website/Principal(s)	Client list	Platform(s)/Services	Skills	Cost
Dave Martin Design	Dave Martin – founder and lead designer Jarod Maxwell - web design, development, graphic design. HTML, CSS, and Java Script Company started in 2004.	Ava's Waste Removal, Backyard Berry Plants, Bounds Flooring, Crimson Nails and Spa, Built by You etc. Has a portfolio link on the RFP for each client and for his portfolio	WordPress Design, hosting, DN Registration, SEO Optimization, Analytics.	Project Management; Content Strategy; Copywriting; Information design; Visual design; SEO; Front end coding; Mobile device design; Testing/QA; Analytics; Ongoing support;	$10,000 + $250/month starting in April for ongoing training and assistance.
Jared Drake Design		Swept Up Chimney Woodwindiana	Can do WordPress but would prefer custom code.	Coding; Mobile device customization	$9,620
Monster Design	Cynthia Hogan, founder and lead design	Bloomington Parks Foundation My Sister's Closet Develefy Consulting	Word Press, DN Registration, SEO Optimization, Analytics,	Creative Brief sets design tone; copywriting; SEO; mobile device	$9,500 + $75/month starting in April for ongoing

	Company started in 2010	Bloomington Parks & Recreation Southside Rentals Red Frazier Bison	Maintenance for additional cost	design; testing/QA, analytics, CMS	maintenance and updating to site.
Socially Up	Regina Jacobs, founder Company started in 2016	None provided in RFP but over two dozen available on website	Website Design, Development, Maintenance. On-going SEO is separate service, hosting services are separate service, do not manage domains	Specializes in social media content	$13,125.00 for one year. On going costs $300 for plug-ins, $400 hosting, $780 maintenance $465 accessibility tools. Provided $1,645 discount for year one costs.
Ten31	Nate Ebel, Owner Nick Gray, Creative Director, Eliza Fry, Brand Designer, Varun Sood, Web Developer Company started in 2015 Google Partner Hubspot user Yoast SEO	Go Bloomington Erick Rheam InfoSentience PromoPanda PTS Corp Mentor Money Juice AI Kids Shoe Box 1 Lake Dwell Maison	Word Press development, PHP, CSS, HTML, SEO, Google Tag Manager, Google analytics, branding, marketing, brand design digital marketing.	Full service branding and marketing agency	$15,000 Optional maintenance plan $149-$249/month or can go hourly at $150/hr
Toolhill Consulting					

WEBSITE DEVELOPMENT PROPOSAL

Prepared For: CBCI Commission
Prepared By: TEN31 Marketing
Proposal Delivered On: December 6th, 2023

TEN31 MARKETING
642 N. MADISON STREET
BLOOMINGTON, IN 47404
INFO@TEN31MARKETING.COM • 812-518-2410

INTRODUCTION

Dear CBCI Board,

Thank you for your continued interest in partnering with TEN31 Marketing for the Hopewell project. As a branding and marketing agency right here in Bloomington, we're passionate about city projects like this which have a direct impact on our community.

We know how much time, effort, and money has been invested into this project for many years, and choosing a vendor to develop a new website for it is a big deal. As a preferred vendor of the City of Bloomington, we not only meet the criteria for partnering on this project, but we're aligned on your vision and will go the extra mile to ensure that you're provided with a new website that the CBCI and the community alike can be excited about and proud of.

As outlined in your RFP, your project goals are to develop a visually pleasing website with historical context on the project, up-to-date information, beautifully highlight future assets, and provide timely information to the public.

Overarching Goal

Develop a new website that projects new energy and excitement into the Hopewell project so potential developers, interested citizens, and future users can envision themselves in the neighborhood.

WHO WE ARE & HOW WE WORK

COMPANY OVERVIEW

Founded in 2015 in Bloomington, Indiana, TEN31 Marketing is a full-service branding and marketing agency. We build brands that people love through our three-phased service ladder of brand strategy, brand design, and brand marketing. Our expertise combines the big picture of your brand and its positioning, all the way down to the tactical side of digital marketing and website development. By ensuring that all of our clients have a solid brand strategy, we're able to make marketing recommendations that tie back to that bigger picture. This allows us to build sustainable brands that win in the long term. **TEN31 Marketing is also a Google Partner Agency.**

EXPERIENCE

Having worked with well over 100 brands since our founding, we've got a wealth of experience. More specific to the web design and development side, our web development team brings 14 years of experience in WordPress development, PHP, CSS, HTML, on-page SEO, Google Tag Manager, Google Analytics, and dozens of WordPress plugins and themes.

Our branding and marketing team brings over 20 years of experience in content marketing, digital marketing, and brand design.

WEBSITE EXAMPLES

Erick Rheam
InfoSentience
Lindsay Phillips
PromoPanda
PTS Corp
MentorMoney
JuiceAI
Kids Shoe Box
1 Lake
Dwell Maison

REFERENCES

Jeffrey Jackson
Transportation Demand Manager
Go Bloomington
City of Bloomington
jeffrey.jackson@bloomington.in.gov

Shawnna Robinson
Marketing Director
Trimfoot Co.
shawnnarobinson@trimfoot.com

Erick Rheam
Professional Speaker & Author
erick@erickrheam.com

Kristen Dugan
Marketing Director
The Peoples State Bank
kdugan@peoples-bank.com

All client references prefer to be contacted via email.

QUALIFICATIONS

Google Partner Agency
To attain Google Partner status, TEN31 maintains a level of excellence in managing tens of thousands of dollars in ad spend for our clients each month, which results in amazing ROI. We also meet all the Google requirements for being experts in SEO, analytics and reporting, and web development.

Google Analytics Certification

Hubspot Inbound Marketing Certification

Hubspot Design Certification

Yoast SEO Certification

Best Overall Marketing Campaign Nominee
For the City of Bloomington: was named a national finalist for the work on the Hoosier Karaoke campaign that we did for Go Bloomington. This is a national award for all the TDMs across every city in the US.

OUR DELUXE WEBSITE OVERVIEW

YOUR NEW CONTENT MANAGEMENT SYSTEM (CMS)

All of our websites included a simple-to-use, yet powerful, WordPress content management system. The content management system is proven and fully supported.

With TEN31 Marketing, every function you could possibly need is built to work on our platform. Every element can be fully integrated and designed to work together. Doing business online with a TEN31 Marketing website is user-friendly and easy.

CUSTOM WORDPRESS WEBSITE: DELUXE PACKAGE

- Built on a WordPress CMS platform
- Easy-to-manage page editor
- Clean and modern custom design
- Responsive design to fit all device sizes
- Well-organized, logical site map
- Social media network integration
- Blog, news and events calendar
- Up to 20 pages (excluding docs, blogs events, etc.)
- Photo and video galleries
- SEO-optimized framework
- Lead generation forms
- Training videos for staff (if needed)
- Dedicated project manager
- Copywriting assistance
- Google Analytics / Dashboard setup
- QA Testing
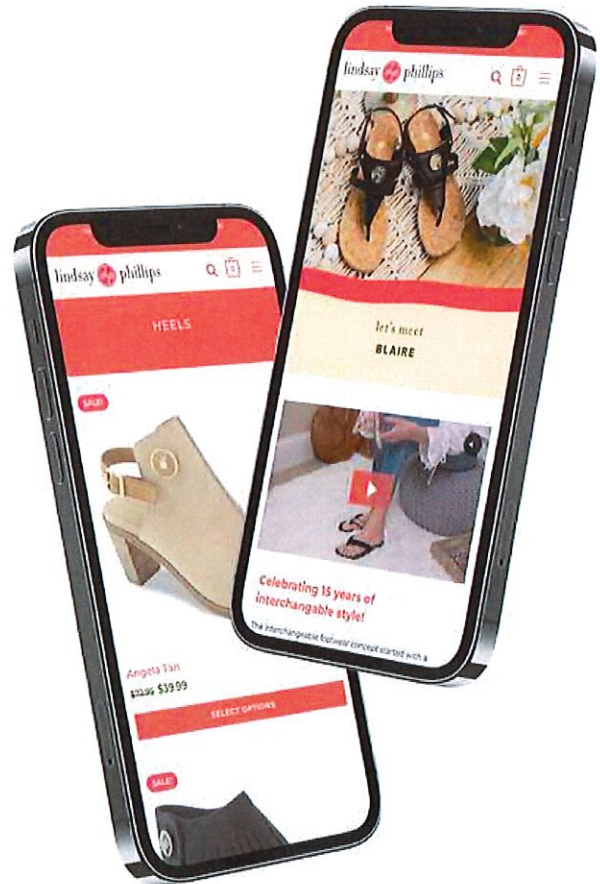
PROJECT SCOPE & DELIVERABLES

PROJECT MANAGEMENT

- Throughout the project, you'll have a dedicated point of contact at TEN31 who will project manage the entire process from our initial kick-off meeting through the launch of the site.

CONTENT STRATEGY

- We'll make recommendations on how to best organize your content throughout the website. From any of the content that currently exists, or new content that you'll provide, we'll go through it and determine what the best strategy is to communicate your message in a clear, concise, and memorable way.

COPYWRITING

- We can work with content that you provide or assist in updating or creating new copy as needed.

INFORMATION DESIGN

- We'll provide recommendations on the final sitemap and deliver wireframes for your review.

VISUAL DESIGN

- This is where our creativity comes to life! We'll take your initial vision and direction and add our creative design expertise to it.

SEARCH ENGINE OPTIMIZATION

- As a Google Partner Agency, we're extremely well-versed in SEO best practices. We'll make sure your site is set to enhance your SEO as much as possible – from the backend architecture, to the meta titles and descriptions, all the way to the on-page content and beyond.

FRONT-END CODING

- Our web developer has over 14 years experience in PHP, CSS, and HTML.

MOBILE DEVICE OPTIMIZATION

- This is standard practice for all websites we develop. Your site will work seamlessly across all device sizes.

TESTING & QUALITY ASSURANCE

- Before the launch of the site, we'll do a thorough review of every page on your site, testing all forms, buttons, features, etc. across all device sizes and browsers.

ANALYTICS SOFTWARE

- We will make sure that your website is set up with Google Analytics and any additional analytics software that we recommend. We can also build out a dashboard through Google Data Studio if desired.

ONGOING SUPPORT / RETAINER

- We provide optional monthly maintenance packages or a pay-as-need hourly rate ($150) for ongoing support.

OUR PROCESS

Step 1. Kick-Off Meeting
During this meeting, we introduce all the stakeholders from TEN31 to your team and go over what the in-depth process will look like as we begin the project. We go over everyone's specific role and let you know who your point of contact for the project will be. We set up recurring touchpoint meetings, milestones, and make sure everyone is on the same page.

Step 2: Site Architecture & Design
During this phase, we'll lay out the new site map for the site in a way that's easy to navigate and simple for users to understand on all devices. We'll also begin the initial wireframes for you to review. Then, we'll begin the homepage design and subpage designs for you to review. Once you review and approve the designs, we'll move on to the actual development.

Step 3: Development
Here, we will build out all the pages and required features for the website, making sure everything stays in line with the designs, brand, and style guidelines. The development will be in-line with SEO best practices.

Step 4: Content Uploading
In this phase, we'll work with you to get the actual written content nailed down to be clear, concise, and engaging. At the end of the day, we don't just want a beautiful website, but a beautiful website that gets visitors to do what you want them to do. The written content will help ensure this.

Step 5: QA Testing & Training Videos
Before launching the site, we'll complete a thorough run-through of testing every page and function on the website, from content, to coding, to contact forms and load times. Additionally, we'll create screen-share training videos for your team (if needed) so they can continue to make edits as needed once the site is live.

Step 6: Launch!

ESTIMATED TIMELINE

Planning (Steps 1-2)
1-2 weeks

Design (Step 4)
2-3 weeks

Development (Step 5)
2-3 weeks

Content (Steps 3 & 6)
2-3 weeks

Testing & Pre-Launch (Step 7)
1 week

Launch (Step 8)
24-48 hours

WHO YOU'LL WORK WITH

Below are the TEN31 team members that would be working on this project.

Nate Ebel
Owner
--
Brand, Strategy,
& Content

Nick Gray
Creative Director
--
Visual Design,
Messaging,
& Content

Eliza Fry
Brand Designer
--
Visual Design,
Messaging,
& Project
Management

Varun Sood
Web Developer
--
Development, Site
Architecture, SEO,
Maintenance

INVESTMENT

Information Design: $1,000
Visual Design: $4,000
Content / Copy: $1,000
Development: $5,000
SEO-Optimization: $1,000
Analytics Setup: $500
Testing/QA: $500
Admin Costs: $2,000

TOTAL WEBSITE INVESTMENT: $15,000

Total investment can be split into two-three payments if desired.

MAINTENANCE PLAN (OPTIONAL): $149-$249 PER MONTH*

Maintenance plans are optional and work on 1 year contracts. Clients can also choose our hourly website support rate of $150 as needed.

CLOSING STATEMENT

First and foremost, thank you for the opportunity to submit a bid for this important project. We're grateful for the opportunity.

Secondly, as a local Bloomington business, we're passionate about our city, and we would take great pride in partnering with you on this project. If you ask around with folks in the City of Bloomington office as well as in The Mill (where we've been located for five years), you'll find that we have a great reputation and are regularly told that we provide a level of quality and service that nobody else in Bloomington can.

You'll experience a team that is enjoyable to work with, provides guidance and expert recommendations along the way, and always gets the job done to our clients' satisfaction.

Sincerely,
Nate Ebel, Owner

TERMS OF SERVICE

1. STANDARD TERMS AND CONDITIONS

These are the standard terms and conditions for marketing services and apply to all contracts and all work undertaken by TEN31 Marketing for its clients. By doing business with TEN31 Marketing, you confirm that you (the client) agree to adhere by these terms and conditions. These terms of service are legally binding and represent an agreement between you (the client) and TEN31 Marketing LLC.

2. PROPOSALS AND AGREEMENTS

Marketing proposals provided to prospects will be honored for 45 days. A new proposal will then be provided upon request. Agreements that have been written, but not signed by the client will only be accepted within 45 days of the delivery date. A new agreement may be drawn up upon request.

3. PAYMENTS

TEN31 Marketing accepts payments via check and all major credit cards. All checks should be mailed to our business address as listed on your invoice. Your project will not be released to you or uploaded until full payment is received.

4. CHARGES AND FEES

All new web design projects under $12,000 require full payment that will be due within 15 days of the agreement signing. All new web design projects that exceed $12,000 can be split into two to three payments. For example, an initial 50% deposit of the total project cost will be due at the time of the agreement signing. The second 50% will be due upon acceptance of the completed web design project before it is released to the client or published on the Internet.

5. PROJECT DELAYS AND CLIENT LIABILITY

Any time frames or estimates that we give are contingent upon your full cooperation and complete and final content for the work pages. During development, there is a certain amount of feedback required in order to progress to subsequent phases. It is required that a single point of contact be appointed on your side and be made available on a daily basis in order to expedite the feedback process.

6. APPROVAL OF WORK

On completion of the work, you will be notified and have the opportunity to review it. You must notify us in writing of any unsatisfactory points within 7 days of such notification. Any of the work which has not been reported in writing to us as unsatisfactory within the 7-day review period will be deemed to have been approved. Once approved, or deemed approved, work cannot subsequently be rejected and the contract will be deemed to have been completed.

7. SUBCONTRACTING

TEN31 Marketing reserves the right to subcontract any services that we have agreed to perform for you as we see fit.

SIGNATURE

So we can get started, please fill out the information and sign below:

Name:

Business Name:

Date:

Signature:

Website Maintenance Plan
If desired, place a checkmark next to which plan you'd like to go with.

Standard _____   *Deluxe* _____   *Premium* _____

By signing above, I'm agreeing to move forward with this proposal and to hire TEN31 Marketing to begin work on this website project.

SociallyUP

Website Services

Business: SociallyUP
hi@sociallyup.com

Recipient: Valerie Pena
vpena@iu.edu
IN

This contract is between SociallyUP (the "Business") and Valerie Pena (the "Client") dated 12/04/2023.

This Working Relationship Agreement covers website design, development, and maintenance services.

Terms

Introduction

This agreement is between SociallyUp LLC (hereinafter "We" or "Us") and (hereinafter "You")

We have the intention to fulfill everything agreed upon in a professional and timely manner. We also will be held to the same professional expectations set forth.

We take pride in our design outcomes and we will do our best to meet your website services expectations throughout the length of our working relationship. This agreement serves as a working relationship agreement for Website Design, Development, and Maintenance Services to keep both parties informed of what to expect throughout the length of the project.

We will carry out our work with good industry practice and we cannot guarantee that our work will be error-free. If an error does occur, we will correct it to reasonable standards. We are not responsible for work performed or errors resulting from work performed outside our agency.

Services Summary

The agreement encompasses the following services:

Website Design, Development, and/or Maintenance

Ongoing Local SEO and all other ongoing SEO services are separate services requiring a custom quote, goal planning sessions, and custom project expectations outline. SociallyUP reserves the right to accept or decline all SEO projects due to the unique requirements for successful SEO outcomes.

We do not guarantee improvements to your website's search engine ranking as search rank is affected by many factors. SEO ranking and improvements are separate services you can discuss purchasing.

For the purpose of this project, we will takeover website maintenance, bring the sites up to industry-accepted working order, and perform baseline SEO work to prepare the sites for more SEO services as requested/needed. If more SEO is needed, we'll discuss the progress and options with you after a 3mo. period.

Ongoing Website Maintenance

WordPress websites require ongoing maintenance to ensure functionality. If your website project is a new project, SociallyUP will offer you maintenance options for the length of our working relationship. Should you decline website maintenance, the ongoing maintenance will be the responsibility of your brand. SociallyUP will not be held responsible for the functionality of the website.

Should you provide an outside party with website access, the associated risks such as security breach, damages, or unexpected / unplanned work be performed, SociallyUP is not responsible for loss or damages associated. If you allow an outside party to perform website changes, updates, etc. and extra work by SociallyUP is required to maintain the website functionality, SociallyUP reserves the right to forgo website maintenance services and/or bill for any labor

used at an hourly rate.

If SociallyUP did not design your website, we will do our best to manage the website within the capabilities of the design onboarded to us. We will offer the most reasonable repair or maintenance solutions to you based on the overall layout, age, and functionality of the website upon arrival to SociallyUP for service

Recipient initial	

Website Hosting

We will offer hosting through our preferred host. Hosting charges are due yearly and paid in full at time of invoice. Hosting will cover the yearly parking place for the website.

If you choose to end services with SociallyUP, and your website project has been paid in full, we will release the website files to you for migration to your preferred host at an hourly rate. You will assume responsibility of any yearly renewals associated with the functionality of the site.

If you website requires plugin renewals, you will be billed for renewals at the time of yearly hosting renewal.

Recipient initial	

Domain Renewals

Unless agreed upon otherwise, we do not manage domains or any aspect of domain ownership such as renewals, privacy settings, etc.

Recipient initial	

Website Services Project Timeline

We require you to inform us in advance, before the start of a website project, who will be working on your project (project contact). We ask you to please keep the project contact(s) as a small focus group of no more than 4 people. Larger amounts of design opinions often cause conflicting opinions and project delays.

You will be provided a project timeline that is unique to your project services. A general project timeline and expectations will require a project planning session. Before the start of the project planning session, all initial payments must be paid in full. Prior to the start of the actual project deliverables, all assets needed for the project must be provided.

Recipient initial

Working Relationship Expectations

Website design requires communication, time, and informational commitment from both SociallyUP and the client. You have the authority to enter into this contract on behalf of yourself, your company, or your organization. You will give us the assets and information needed to complete the project promptly and in the manner requested. You will review our work, and provide feedback, and approval promptly. To meet the set deadlines of the project, both parties agree to work in a positive, professional, and timely manner.

You will maintain a professional working relationship and any unprofessional behaviors or repeat delays could result in the termination of the project and working relationship. Examples of unprofessional behaviors:

-Not providing required assets
-Excessive project delays
-Unplanned or unrealistic project changes which affect the overall design/function of the site
-Adding new review members to the project post-project start
-Non-emergent after-hours communication with expectations
-Yelling, cursing, or other hostile behaviors

Please note, refunds will not be provided for a termination of the working relationship for any reason including unprofessional behavior.

Recipient initial

Communication Expectations

As with any working relationship, communication is of the utmost importance. Office hours are generally Monday through Friday between 9am to 5pm (EST) (excluding all Federally observed holidays and days of celebration personal to us.). We are a remote-based brand and we do not

always hold regular office hours. Please do not visit our physical location announced.

Email and scheduled web calls (Zoom) are the preferred method of communication for all projects. We are not to be expected to accept or respond to text messages or cell calls. All communication regarding this project will take place during general business.Please be advised, email is the preferred choice unless a phone or web call has been scheduled.

Emails sent after business hours will be responded to at our earliest convenience which could carry over into the next business day. All client inquiries are important to us and we will strive to respond to questions within one business day. Please note, due to the nature of our business, there are times when our full attention is devoted to other clients. The same care and attention will be given to you during your scheduled time.

Recipient initial	

Content Expectations

Unless agreed, we are not responsible for creating or sourcing text or images for your website. If you would like us to create new written content for you, we will provide a separate estimate and this will be agreed upon upfront prior to the start of the project. Should the need arise after the start of the project, the quote will be modified and discussed with you.

Recipient initial	

Privacy Policy, Terms and Conditions, and Disclaimers

These documents are important and you are responsible for preparing all privacy policies, terms and conditions, cookie policies, disclaimers, etc. for your site and assuming they meet all legal standards.

Recipient initial	

Changes and Revisions

You will have opportunities to review our work and provide feedback. We will either share a Dropbox, Google Drive folder, or development/staging site with you and we will have regular contact by web call or email. Revision sessions are unique to the project and will be conducted

as outlined in your project timeline.

> **Recipient initial**

Images and Graphics

You will supply photographs and logos in a high-resolution digital format. If you choose to buy stock photographs, we can suggest stock libraries. If we use stock imagery, we will find open-source/license imagery. The client owns their website and assumes responsibility should licensing expectations/requirements change. Any content you provide, you ensure you have the right to use. Any content you provide that requires advanced formatting or editing could be billed at an additional hourly rate. We will communicate with you in advance of any additional billing.

You guarantee that all elements of text, images, or other artwork you provide are either owned by you or that you have permission to use them. When you provide text, images, or other artwork to us, you agree to protect us from any claim by a third-party that we are using their intellectual property.

> **Recipient initial**

Design & Intellectual Property Rights

Unique design or development outcomes are not proprietary unless agreed upon upfront. We will own any intellectual property rights we have developed before or developed separately from this project unless agreed upon upfront.

> **Recipient initial**

Competitor / Unique Outcomes Expectation

Please note, we design websites for many different industries and cannot promise to not design a website for the same or similar industry including competitors. We do our best to ensure all websites we design look unique to each brand, company, and industry.

We will not copy/clone any content from a competitor and any request voids our working relationship agreement.

Mobile & Desktop Browser Testing + Accessibility

We test our websites in current versions of major desktop browsers including those made by Google (Chrome) and Mozilla Firefox. We won't test in other older or less authoritative browsers. We cannot ensure the final product will be compatible with all desktop sizes or browsers. We we will do our best to provide a reasonable positive user experience. We will design the site using best industry practices and user experience as the baseline for design. SociallyUP is not responsible for conducting accessibility audits. We offer website accessibility tools available through a third-party. We will offer website accessibility tools to you for purchase. You can opt to purchase or deny the service and assume all responsibility for adhering to website accessibility guidelines, rules, etc.

Project Completion

Once you've paid for the project in full and if this contract hasn't been terminated, you will own the website. After the launch of the website, you will have our support for any small changes/revisions that may be required as you acclimate to your new site for 5 business days. After 5 business days, any work performed will be quoted and billed at an hourly rate. All hourly rate work is expected to be paid quoted upfront unless communicated otherwise. If you are an ongoing website maintenance client, we will communicate with you if the work requested is out of scope. If the work is out of scope, you will be provided a quote with an hourly rate. All hourly rate work is expected to be paid as agreed in the quote upfront, unless communicated otherwise.

Displaying our Work / Client Portfolio

We love to display our work and we reserve the right to display all aspects of our creative work, including sketches, work-in-progress designs, and the completed project in our portfolio and in other digital or print articles including, noting your website was designed or created by us in the footer (bottom). If you wish to opt out, please let us know.

Recipient initial

Project Termination Agreement

If at any stage, you change your mind about what you want to be delivered or aren't happy with the direction our work is taking, you will pay us in full for the time we have spent working until said point and may terminate this contract.

Our hourly rate fluctuates depending on service/project type. If the amount due is less than the deposit received you will not be sent a final invoice. If the work completed exceeds the deposit amount, a final invoice with the remaining balance will be sent via email and is due upon receipt.

You understand deposits are non-refundable and acknowledge the late fee policy and payment agreements for this contract. Please note, refunds will not be provided for a termination of the working relationship.

You agree to adhere to the payment schedule agreed upon at the start and end of this contract. The website, design files, and any assets related to the project will be delivered to your ownership after payment in full has been received.

Recipient initial

Payment Expectations

We issue invoices electronically. Payment is due upon receipt. All estimates / quotes / proposals are quoted in USD. You agree to adhere to the payment schedule quoted to you. If you would like to mail a check, please notify us and mail it to:

SociallyUP LLC
116 E. 3rd St.
Suite 100
Bloomington, IN 47401

Recipient initial

Project Deposits

Any initial deposits made on an estimate/quote to start work are non-refundable.

Recipient initial	

Late Fees

We reserve the right to charge a fee on all late payments at the rate of 10% for every week an invoice is past due..

Recipient initial	

Agreement Modifications

The Client and the Business must agree to any changes to this agreement in writing.

Recipient initial	

Authority to sign

Each party has the authority to enter into this agreement and to perform all of its obligations under this agreement

Recipient initial	

Signatures

This contract may be signed electronically or in hard copy. If signed in hard copy, it must be returned to the Business for valid record. Electronic signatures count as original for all purposes.

By typing their names as signatures below, both parties agree to the terms and provisions of this agreement.

Business signature

Owner name	SociallyUP LLC
Owner signature	*SociallyUP LLC*
Business date signed	12/04/2023

Recipient signature

Recipient name	
Recipient signature	
Recipient date signed	

Digital Marketing

Proposal for the Redesign of the Hopewell Website

Submitted by: Monster Digital Marketing

Submitted to: City of Bloomington Capital Improvements, Inc. (CBCI)

Date: December 8, 2023

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PROJECT OVERVIEW

Introduction

We are excited to submit this proposal to redesign the website for the Hopewell neighborhood development in Bloomington, Indiana. We have carefully reviewed the RFP and are confident that we have the expertise and experience to deliver a website that meets your goals and expectations.

Company Information

Monster Digital Marketing is a full-service web design and development agency located in Bloomington, Indiana. We have been in business for over 13 years and have a proven track record of success in creating high-quality websites for a variety of clients. We are committed to providing our clients with personalized attention, excellent customer service, and a collaborative working relationship.

Project Understanding

We understand that the current Hopewell website is in need of a redesign to better convey the vision and progress of the project. We are confident that we can create a website that is both informative and visually appealing, and that will effectively engage potential users and stakeholders.

Project Goals

We will work closely with the CBCI team to ensure that the new website meets the following goals:

- Provide historical context on the vision, purpose, obtainment, and background of the project.
- Provide up-to-date information on the progress of the development and opportunities available to contractors, developers, and other interested parties.
- Highlight the future assets of the project through branding and powerful imagery to enhance interest in the project from potential tenants.
- Provide timely information to the public that showcases the process for decision making and provides an ability to ask questions.

PROJECT OVERVIEW

Proposed Approach

Our proposed approach to the project includes the following phases:

Discovery Phase

- Kickoff meeting: We will meet with the CBCI team to discuss the project in detail and gather feedback on their vision for the new website.
- Content audit: We will review the existing website content and identify what information needs to be retained, updated, or removed.
- User research: We will conduct user research to understand the needs and expectations of the target audience.
- Competitive analysis: We will analyze the websites of similar projects to identify best practices.

Production Phase

- Information architecture: We will follow the proposed sitemap and make additional suggestions for your organization to review and approve.
- Visual design: We will create a visually appealing design that is consistent with the branding of the Hopewell project.
- Content development: We will write and edit the website content, ensuring that it is accurate, informative, and engaging.
- Development: We will develop the website using a modern content management system (CMS) that is easy to use and update.
- Testing and quality assurance: We will thoroughly test the website to ensure that it is free of errors and meets all accessibility standards.

Launch and Post-Launch

- Website launch: We will launch the new website on your chosen date.
- Training: We will provide information on how to submit additions/changes etc.
- Ongoing support: We will be available to provide ongoing support after the website launch it is included with our monthly maintenance project.

PROJECT OVERVIEW

Budget

Our proposed budget for the project is as follows:

Item	Cost
Down Payment	$4750
Production Launch & Post-Launch	$4750
Total	$9500.00

Copywriting

Monster will use existing copy from site and provide copy as base to be edited/approved by CBCI.

Information Design

Monster will use sitemap as proposed by CBCI with suggestions for additions and changes.

Visual Design

Initial visual design will be taken from a Monster creative brief filled out by CBCI. Ongoing design will be approved by CBCI before going live.

Search Engine Optimization

Monster will use keyword research and targeting: Identify relevant keywords and phrases and use them naturally throughout your website content, including page titles, meta descriptions, headings, and image alt text. Monster will ensure your website is technically sound and crawl able by search engines. This includes optimizing website speed, mobile-friendliness, and internal linking structure.

PROJECT OVERVIEW

Mobile Device Optimization/Responsiveness

We understand the importance of mobile responsiveness and will ensure that the new website is optimized for all devices. The project cost includes mobile responsiveness of the website.

Testing & Quality Assurance

Monster Digital Marketing has an 81 point QA/QC checklist before go-live. Monthly analytics reports are scrutinized as well as ongoing checks and a yearly tune-up.

Analytics Software

Google analytics will be used to monitor the website. A monthly report will be sent using Google Analytics.

Monthly Maintenance/ Ongoing Support /Retainer

Client can choose between Basic Maintenance $75 month and above – see maintenance and hosting document.

Timeline

We propose the following timeline for the project:

Phase	Start Date	End Date
Discovery	December 19, 2023	January 19, 2024
Production	January 22, 2024	February 23, 2024
Launch & Post-Launch	February 26, 2024	March 1, 2024

PROJECT OVERVIEW

Client References

- Sandy Keller – Executive Director – My Sister's Closet – text first, then call (812) 369-6582

- Julie Ramey - Community Relations Manager – City of Bloomington Parks and Recreation - call or email rameyj@bloomington.in.gov   (812) 349-3719

- Rusty Shields – Owner - Develefy Consulting - call (870) 919-4733

From Clients

"Cynthia is only in the business of website development and works with a team of high-end professionals who specialize in various aspects of web performance and design. I personally know many of the business owners in our area who use Monster Digital Marketing, both small to medium sized businesses, many with over 300 employees and they would not trust their website development or maintenance to anyone else."

Sandy Keller, Executive Director, My Sister's Closet

"I searched across the entire nation for someone to build a very complicated website. After months of research and being told my ideas are not possible Cynthia at monster digital made it all happen. We are a long time customer and could not be happier. We now have 3 websites with them.
Chris Hoke President Southside Rental, Perfect Parties Tents & Events, Bloomington Bridal Show

Red Frazier Bison has had a fantastic experience since hiring Monster Digital Marketing! We had a very basic website with minimal content and web presence when we approached them for help. The initial site build was all handled by Monster, and we could tell they had done an enormous amount of research with the content. They also did a great job with the visuals of the site including everything from pictures chosen to color schemes and fonts. There was a stark difference in having a professional website built versus what we were able to do on our own.

Once the new website went live, we had an immediate increase in contact from the public. This was due to all the work Monster had done on the "back end" of the site to increase our web presence. We felt an immediate impact in our access to the public. When they tell you what words and phrases need to be included......listen, they know what they are talking about.

We recently received a pretty amazing opportunity, that we are convinced was in large part due to our website. We were selected amongst a list of vendors to be filmed for an episode of a TV show that airs on the Travel Channel. After receiving the list of potential candidates, the first thing they did was go to the internet. Our website tells our story and shares our goals. The professional quality of the site sends the message that we take pride in our business. They specifically mentioned that we stood out amongst the other vendors with our website, and Monster Digital Marketing deserves all the credit!
In addition to knowing the ins and outs of their industry and staying on top of the latest formulas for SEO success, we have also been extremely impressed with their customer service. Any time we have had to make changes or convey new information on the website, Monster has been easy to access and the changes have been made very timely. We are very grateful for having a partner like Monster Digital Marketing to help us grow and sustain our business! A big THANK YOU to Cynthia and her team!"

Jennifer Karnes, Owner, Red Frazier Bison

Website Hosting, Maintenance & Support

Our Monthly Plans include Website Software Maintenance. This includes the many updates WordPress releases in a month, code updates and security updates.* Monster Digital Marketing will take care of it and the time does not count against your plan hours.

* Please note that not all updates get implemented, unless they are critical updates. Monster reviews new updates for possible code conflicts, lack of "seasoning" etc. as we do not want our customers to be beta testers.

Features of the Monthly Maintenance Plan

Here are some specific ideas on how our clients use their Maintenance Plans.

▶ **Check-in Contact** – Need to ask a question or talk through an idea? Email us.

▶ **Routine Site Checks** – As we do for all Maintenance Clients, we will run our monthly diagnostics.

▶ **Website Support** – Our official non-emergency support hours are Mon-Thur 9am-4pm, Fri 9am-1pmEST. However, feel free to email us with your request or question at any time.

▶ **Security Monitoring** – Monster Digital Marketing will be watching your website for trouble. We add your site to our monitoring system to track hacking, malware and downtime.

▶ **Monthly Website Report** – You can receive a copy of our report on the 5th of every month.

Plan Details

MAINTENANCE

Our Maintenance package includes: platform and coding updates as they become available, security and backups monitoring and lite support. Lite support – this service is in response to customer requests, changing a page, adding a new service, or updating any piece of content, email us and we will promptly get it done for you. Lite support is limited to 1 hour and 15 minutes and is calculated on a per minute basis.

PRO MAINTENANCE

Our "Pro Maintenance" package includes the same services offered in our Maintenance package, with more robust but extends the usage of lite support to 2 hours per month.

CONSULTATION

Our "Consultation" package includes everything in the PRO MAINTENANCE package *plus* 1 meeting per month to provide marketing strategies, website help, and revisions to content plans for online media and support.

GOLD MAINTENANCE & MANAGEMENT

Finally, our "Gold" package provides you with access to our entire Website Management suite of services – including hosting, posting, monitoring, website optimization, consultation, content research, content creation, graphic support, procuring music, press release creation, platform and coding updates, security, routine back-ups and technical support. Support – includes the same services offered with lite support but extends the usage to 4 hours per month.

How to Use Your Monthly Maintenance Plan

Here are some ideas on how you can use the hours included in your Maintenance Plan.

▶ **Any Website Updates** – We can edit existing pages, update images, add or removing pages. We can post blogs to make sure they are ready for search rankings. Send us any changes, large or small.

▶ **Image/Photo Compression** – Monster Digital Marketing will make sure photos added to your pages look good and load well. We only ask that professional photographer's photos are edited by the photographer.

▶ **Website Development** – Monster Digital Marketing can handle programming required to add items to the site you always wished were there.

▶ **Keep Track of all the Website Accounts** – Business websites have a lot of moving parts. Monster Digital Marketing can handle techie issues you don't want to deal with.

▶ **Content Review** – Better content is the best thing you can do for your website. Monster Digital Marketing can review and suggest additional content ideas for your site, it is an email away.

▶ **Routine Site Checks** – Monster Digital Marketing will be checking your website for problems. We do checks for speed issues, search issues and any problems keeping visitors from your website.

▶ **Need Changes on a Schedule?** – Monster Digital Marketing is your resource to make sure everything goes live on time.

▶ **Technical SEO** – Google requires many technical updates these days. Monster Digital Marketing keeps track of required changes and implements all pertinent changes.

Need more help? This list is only the beginning. **Just ask for what you need.**

Are you looking for Monthly Website Maintenance?

support@monsterdm.com

Monster can find the right plan for you. Package pricing includes the services provided by Monster Digital Marketing, then any fees or costs charged by third-parties are not included in the monthly rate such as but not limited to domain renewals, ecommerce security certificates etc. Work above and beyond fee package is subject to an hourly rate of $75.

Jared Drake Website Design
https://jareddrake.com/
Solsberry, Indiana (remote office)
812-240-8564
jareddrakebloomington@gmail.com

Hopewell Website Development (CBCI Commission) Proposal
12/04/2023

Foreword

Thank you for reaching out and presenting me this opportunity. Please accept my apologies for this not being as formal as it should due to the limited timeframe for submission. I take pride for being responsive and open minded to any feedback. If you would like any more information than I have provided, please contact me. In the event I am not a candidate for this RFP, I wish you all the best in the Hopewell Housing Project.

Introduction

I am a local website developer that specializes in software/website development for small/medium sized websites to increase awareness and maintain an online presence for communication with potentially interested parties (employees and customers). My approach to development involves rapid prototyping to allow my clients to see the project as quickly as possible, gather feedback, and modify to meet expectations. This prevents any confusion and removes any anxiety or tension during the product reveal stage to ensure the final product is satisfactory to all interested parties.

Vision/Implementation

Of course, the client generates the vision, and the developer implements it. However, there is considerable back and forth that can only be communicated after showing the product. If I were to suggest a starting point, it would be something similar to the city of Bloomington website (https://bloomington.in.gov/). It is a highly functional, neat, and professional website. Websites like that project confidence, which would convey the historical and community important vision discussed in the RFP. The images provided will project the energy and excitement for the site, without the extreme levels that the initial experience of https://bloomingtonhospitalsite.com/ exhibits.

The current site's initial appearance beautiful (due to the image), but not immensely helpful without seeing any textual content.

However, the city of Bloomington is both aesthetically pleasing while providing navigation and information immediately to the user. Personally, I would remove the icons in the secondary navigation as they do not provide any useful information.

Required Information

- Examples of similarly-complex projects

  IUware.iu.edu, CloudStorage.iu.edu (incredibly complex)

  Woodwindiana.com (similarly complex excluding merchant tools)

  JaredDrake.com, Allsweptupchimney.com (less complex)

- Client references and whether email or phone is better to contact them

  Derrick Pafford (https://allsweptupchimney.com/)

    Phone: 812-606-0299 (preferred)

    Email: allsweptupchimney@gmail.com

  Howard Klug (https://woodwindiana.com)

    Phone: 812-325-4004 (preferred)

    Email: woodwindiana@gmail.com

- Projected timeline with major tasks and milestones identified with requirements from CBCI

  Assumption would be to communicate daily, if necessary, but at least weekly on Wednesdays to discuss progress and current design feedback.

  12/18/2023: Start work and gather requirements/materials

  01/15/2024: First Rough Draft live testing website

  02/01/2024: Second Draft

  2/15/2024: Completed Project

  2/23/2024: Test website live with IT department (if possible)

  2/15/2024 – 03/01/2024: Integration and set up with local IT department for hosting/certificates/DNS)

  03/01/2024: Deadline (release night before)

  Future: Support when requested ($65/hour)

- Project budget by line item

  Unfortunately, this will not be as concise as I would like as development of this sort is an estimation of hours required to complete the project. I am, however, dedicated to my projects and would continue to work until the requirements are satisfied. **We would not exceed the maximum budget provided in the RFP even with unexpected events causing setbacks.**
  Estimate

70 hours	First draft	$4,550
30 hours	Second draft	$1,950
30 hours	Final draft	$1,950
18 hours	Final integrations and finishings:	$1,170
Total	**148 hours/$65 per hour**	**$9,620**

- **Plan for mobile / responsive design**

  My plan for mobile or responsive design uses a framework specifically designed for these types of designs. Bootstrap remains the most dominant and respected framework to ensure mobile and responsive design (developed by Twitter). This also increases the accessibility of websites due the adoption of this framework for millions of websites worldwide. WordPress focused websites would also include mobile or responsive designs using similar tools. But I would discourage the use of WordPress.

Final Notes

Using a mainstream website design tool can open various vulnerabilities that would otherwise not occur in custom designed projects. I am willing to implement this in WordPress, however, but wanted to warn of the potential security vulnerabilities of using a well-known content management system. I would rather implement this with custom code that can be tailored to how you would like the system to work in a way that is secure and highly adaptable to your needs.

Proposal for Hopewell Neighborhood Development Website Project

Introducing Bloomington's newest neighborhood – with a name that proudly ties to our past.

Proposal by: David Martin Desgin
Date of Submission: 12/6/2023

Table of Contents

1. Introduction

1.1 Greetings and Overview

Welcome to David Martin Design, where creativity meets functionality in the heart of Bloomington, Indiana. As a forward-thinking web design and digital solutions firm, we specialize in transforming ideas into dynamic digital realities. Our journey began right here in Bloomington, a city renowned for its vibrant community and innovative spirit—a spirit we embody in every project.

greetings & salutations!

At David Martin Design, we believe in a holistic approach to web design, combining aesthetic appeal with functional elegance. Our team, a blend of local talent, brings a diverse set of skills to the table. From cutting-edge web development to creative content strategy, and from responsive design to robust SEO practices, we ensure every aspect of your digital presence is top-notch.

1.2 Understanding of the Project Scope

Our team, composed of David Martin and Jarod Maxwell, in collaboration with the Hopewell team and the City of Bloomington Capital Improvement (CBCI), will take the lead in managing this project. We will ensure strict adherence to the established timeline milestones and budget reports, thereby negating the need for unnecessary monitoring or prompting.

As a fundamental part of the project scope, initial setup, and major milestones, they will devise a strategic plan. Although there is a limited need for copywriting, it is expected to be more intensive at the project's onset.

With an expert understanding of information design, we will provide support in the creation of sitemaps and wireframe layouts.

We will also:
- Offer insights based on our expertise in visual design, thereby enhancing the initial ideas presented. This will include provisions for branding elements, color palettes, fonts, and other visual elements.
- Prioritize search engine optimization, ensuring it is maintained at a high level throughout the project's duration.
- Optimize the project for mobile devices, focusing on creating a user-centered design for a seamless mobile experience.
- Emphasize accessibility and compliance with Section 508, providing a user-friendly and inclusive environment for all users, including those with disabilities.

Tasks within the scope include, but are not limited to:

- **Design and Development:** We will utilize our expertise to design and develop an efficient and attractive website that will ensure a seamless user experience. This includes creating a responsive design that is compatible with various devices and platforms.
- **SEO Optimization:** To increase the website's visibility on search engines, we will perform in-depth keyword research, incorporate high-quality content, and optimize all technical SEO aspects.
- **Content Management:** We will assist in regularly updating the website's content based on the latest trends and user preferences, keeping the website relevant and engaging.
- **Training:** We will provide training to your team members on managing and updating the site's content post-launch, ensuring smooth operation.
- **Website Maintenance and Support:** Post-launch, we will ensure the site's proper maintenance, handling any technical issues, providing regular security updates, and conducting performance audits. Also, we offer support to address any issues promptly.
- **Website Analytics and Reporting:** We will track the site's performance metrics and provide regular reports to understand user behavior and make informed site improvements.

1.3 Company Introduction

David Martin Design is located in Bloomington, Indiana, and provides WordPress web design, web hosting, domain name registration, SEO optimization, & analytics. We will work with you to create a tailored website that meets your needs & helps you stand out from the crowd.

Since 2004, David Martin Design has received excellent reviews & has worked with Bloomington business professionals, entrepreneurs, & individuals to help them use technology, websites, & digital marketing tools to make their lives better.

Clients include [Ava's Waste Removal](), [Backyard Berry Plants](), [Bounds Flooring](), [Crimson Nails & Spa](), [Built By You](), & [Alice Ridge Quilts](). David Martin Design gives back to the community by working with local organizations, such as Habitat for Humanity. For more information, please visit [my portfolio]().

Our mission extends beyond creating visually stunning websites. We strive to build digital experiences that resonate with your audience, driving engagement and fostering community connections. Our commitment to excellence is not just a promise; it's a standard we live by. This commitment has fueled our growth and allowed us to partner with a wide range of clients, from local startups to established businesses, helping them achieve their digital aspirations.

With David Martin Design, you're not just choosing a web design agency; you're partnering with a team that cares deeply about your success. We're excited to bring our blend of creativity, technical expertise, and local insights to the Hopewell Neighborhood Development project.

Together, let's create a website that encapsulates the essence of Hopewell's rich history and bright future.

2. Technical Proficiency and Expertise

2.1 Technical Skills Overview

David Martin is a skilled professional with a diverse range of technical skills that are highly relevant to project management, content strategy, copywriting, information design, visual design, search engine optimization (SEO), front-end coding (HTML/CSS, animations), mobile device optimization, testing & quality assurance, analytics software, ongoing support/retainer, and meeting timeline requirements.

Jarod Maxwell, a crucial component of the team, brings a unique set of skills that perfectly complement those of David's. Holding a degree from Indiana University in Informatics, with a specialization in Web Design and Development and Graphic Design, Jarod provides the team with a distinctive understanding of the crossroads between creativity and technology. His expertise extends to modern web development techniques and a meticulous eye for detail, making him an indispensable asset. Furthermore, Jarod is technically adept in HTML, CSS, and

JavaScript, and is proficient in using the Adobe Creative Cloud suite for design. His experience with programming adds an extra layer of competency.

2.2 Team Qualifications

David Martin, the founder and lead designer, is the creative force behind David Martin Design. With a rich background in web design and digital marketing, David brings over two decades of industry experience. His expertise lies in creating aesthetically appealing, user-friendly websites that look great and perform exceptionally. David's approach to web design is holistic, considering every element from SEO optimization to mobile responsiveness, ensuring a seamless user experience across all platforms.

Together, David and Jarod form a synergistic team that embodies the spirit of collaboration and excellence. Their combined skills and experiences enable David Martin Design to offer comprehensive web solutions that are both innovative and effective.

3. Project Understanding and Approach

3.1 Project Overview

These goals are aimed at making the website a central, engaging source of information and excitement about the Hopewell project. They require a thoughtful approach to design, content, and functionality to ensure the website is both informative and appealing to its varied audience.

1. **Creating a Vibrant and Informative Platform**: The website should replace the current placeholder site with a more dynamic and comprehensive platform.
2. **Providing Historical Context and Development Progress:** The site should offer historical insights and regular updates on the development of the Hopewell project.
3. **Highlighting Future Assets:** Showcasing what the Hopewell neighborhood will offer once its development is complete.
4. **Engaging Diverse Audiences:** Catering to both developers and interested parties, as well as potential site users.
5. **Reflecting Energy and Excitement:** The design should communicate the rejuvenation and importance of the Hopewell area.

3.2 Approach to the Project

David Martin & Jarod Maxwell's unique backgrounds in photography, graphic design, & web design will significantly contribute to the aesthetic quality and visual storytelling of the project. Their expertise will be instrumental in creating a stunning visual design that truly represents the neighborhood and resonates with the target audience.

David & Jarod's knowledge of content development using Artificial Intelligence (AI) will be employed leading to richer information and increased user engagement.

4. Proposed Solution

4.1 Website Design and Development Strategy

Discovery and Planning

First, we will begin by understanding the neighborhood, its history, the project goals, meet the team, and develop different personas for your target audience. This step will involve market research, competitor analysis, and defining the project scope.

Website Design & Development

Utilizing the insights gathered, we will craft a visually appealing website design that reflects Hopewell's identity and resonates with your target audience. The web design process will primarily be orchestrated using WordPress, a renowned content management system known for its flexibility and user-friendly interface. Crucial to this process will be the selection of a WordPress theme that aligns with Hopewell's aesthetic and functional requirements. We will also assemble crucial elements like logos and other branding materials to build a comprehensive style guide, ensuring consistency across all web pages. A key aspect of our design process is a commitment to responsive design, ensuring your website delivers an optimal viewing experience across a range of devices, from desktops to mobile phones.

Launch

Once we're confident with the website's functionality and performance, we will launch the website. This step includes setting up hosting, installing necessary security measures, and finally making the site live.

Maintenance and Support

Post-launch, we will provide ongoing maintenance and support. We will monitor the site for any technical issues, provide regular updates, conduct performance audits, and offer support.

4.2 Content Strategy and SEO

Our content strategy will leverage the powerful features and functionalities of WordPress to fully benefit your website.

Pages and Posts Management:

WordPress provides separate entities for different content types: Pages for static content and Posts for dynamic content. We will utilize both Pages and Posts effectively to structure and organize your site's content.

Regular Updates:

It's essential to keep your site's content up-to-date with the latest trends, news, or updates about your brand. We will ensure regular content updates, using appropriate categories and tags for easy navigation and better searchability.

SEO Optimization:

We will use the WordPress Yoast SEO plugin, a powerful tool that provides real-time page analysis to help you optimize your pages, posts, and categories. This will improve your site's visibility in search engine result pages (SERPs).

Google Search Console Integration:

By integrating Google Search Console with your WordPress site, we can monitor and troubleshoot your site's presence in Google Search results, understand how Google views your site, and optimize its performance in search results.

Analytics Tracking:

We will set up Google Analytics for your WordPress website to monitor user behavior, track site performance, and generate detailed reports. This valuable data will inform future content and marketing strategies.

Engaging Content Creation:

In partnership with CBCI and stakeholders, we will create engaging, high-quality content that not only attracts but also retains your audience.

Training and Support:

We understand the importance of enabling your team to take control of the website post-launch. Therefore, we will provide comprehensive training on how to manage, update, and optimize the website using WordPress. This includes guidance on using the WordPress interface, managing pages and posts, SEO best practices, analytics interpretation, and troubleshooting common issues.

Ongoing Collaboration:

Our content strategy is not a one-time setup but an ongoing process. We will frequently reassess and update the strategy based on analytics data, industry trends, and stakeholder feedback to ensure that the website remains relevant, engaging, and successful in achieving its objectives.

4.3 Mobile Optimization and Accessibility

Responsive WordPress Theme: We believe in delivering a website that provides a seamless user experience across all devices. For this, we will utilize a responsive WordPress theme that automatically adjusts the website layout based on the device's screen size, be it a desktop, tablet, or mobile. This ensures that your website looks great and functions flawlessly irrespective of where your users access it from.

508 Compliance: In addition to creating an engaging and user-friendly website, we are committed to ensuring your website is fully accessible to all users, including those with disabilities. This reflects our commitment to Section 508 compliance, which requires that all federal agencies' electronic and information technology be accessible to people with disabilities.

5. Project Management and Communication

5.1 Project Timeline & Budget Breakdown

January

Discovery Phase (beginning January 2nd-January 12th)

This will involve research, understanding of the project objectives, stakeholder identification, and a deep dive (interviews) into the target audience's needs and preferences. The budget for this phase is $3,000.

Production, Content Creation, & Web Development Phase (January 15th-January 31st)

This phase will entail the creation of the sitemap, designing and developing the website, and optimizing it for search engines and mobile devices. The budget for this phase is $4,000.

February

Late February - Testing & Quality Assurance

After the website's development, we will conduct extensive testing to ensure everything functions properly. This includes compatibility testing across different devices and browsers, functionality testing of all features and plugins, and performance testing. This phase, crucial for ensuring a seamless user experience, is budgeted at $2,000.

March 1 - Launch Phase

The website will be moved to the City's web hosting & set live, with a system in place for immediate issue detection and resolution. Launch support and immediate post-launch adjustments have a suggested budget of $1,000.

Post-March Launch Phase - Ongoing Training & Support

WordPress Training Program for Three Users (Mid-March to April, Continuing Monthly). We will equip your users with comprehensive WordPress skills, covering content management, theme and plugin use, SEO, security, and maintenance.

Frequency: Monthly sessions (2 hours each).
Format: In-person, Google Meet, and online resources.

Curriculum Overview
- Basics of WordPress: Dashboard navigation, creating posts and pages.
- Advanced Content Management: Media handling, menus, and widgets.
- Theme & Plugin Management: Installation and customization techniques.
- SEO & Analytics: Implementing SEO strategies, using analytics tools.
- Security & Maintenance: Security best practices, regular updates.

Regular feedback to tailor ongoing training needs.

Budget: $250/month starting April 1, 2023.

Budget Breakdown

January:
- Discovery Phase: $3,000
- Production, Content Creation, & Web Development Phase: $4,000

Total for January: **$7,000**

February:

- Testing & Quality Assurance: $2,000

Total for February: **$2,000**

March:

- Launch Phase: $1,000

Total for March: **$1,000**

April and Onward:

- Monthly WordPress Training Program: **$250/month**

Final Quote: $10,000 + $250/month starting April.

5.2 Communication Plan

1. **Weekly Status Meetings:** The team will hold weekly status meetings to discuss the progress of the project, address any challenges or issues, and plan for the next week's tasks. These meetings will be held either in person or via video conferencing, depending on the team's availability and preference. Each meeting will include comprehensive notes, summarizing the discussions, and the devised plan going forward. For online meetings, we will also provide a transcript to ensure accurate documentation.
2. **Email Updates:** We will send weekly emails to stakeholders, summarizing the project's progress. These updates will cover completed tasks, achieved milestones, and any challenges faced. They will also inform about any changes in the project plan, like deadline adjustments or priority shifts. This ensures transparency, allows stakeholders to give feedback, and helps everyone stay informed and make well-informed decisions throughout the project.

6. Additional Services and Support

6.1 Ongoing Support and Maintenance

We understand that post-launch support and maintenance are crucial for the smooth operation and continued success of the Hopewell website.

- **Troubleshooting and Issue Resolution:** We will offer swift and efficient troubleshooting to resolve any technical issues that arise, ensuring minimal downtime and optimal user experience. Whether it's a minor bug fix or a significant site issue, we'll be there to ensure the site remains up and running effectively.

- **Content Updates and Site Optimization:** Regularly updating content is essential to keep the website relevant and engaging. We will assist in updating content, training users, and continually optimizing the site based on user feedback and analytics.
- **Security Updates:** We will ensure the site remains secure against potential threats by implementing regular security updates.
- **Platform Updates:** We will keep the website up-to-date with the latest platform updates to ensure optimal functionality and user experience.
- **Technical SEO:** We'll continually monitor and adjust the technical SEO elements to maintain and improve the site's search engine rankings.
- **Regular Performance Audits:** We'll conduct regular performance audits to identify areas for improvement and ensure the site's speed and responsiveness.
- **Training:** We'll offer training to your team members so they can manage and update the site effectively after launch.
- **Ongoing Consultation:** Even after the launch, our team will be available for consultations to help guide any future updates or changes.

6.2 Analytics and Performance Tracking

Our approach to using Google Analytics, Google Search Console, Microsoft Clarity, and other tracking pixels for social media will be comprehensive and strategic.

We will begin by integrating Google Analytics into the Hopewell Development website to track and analyze visitor behavior. This tool will provide valuable insights into the demographics of our website visitors, the most visited pages, and the user journey through the site, helping us to optimize the website for user engagement and conversion.

The Google Search Console will be instrumental in monitoring the website's presence in Google Search results. It will help us understand which queries lead visitors to the site and identify any issues that Google has when crawling or indexing the site, ensuring that the website remains SEO-friendly.

7. Portfolio and Case Studies

7.1 Case Study: Ava's Waste Removal Website Project

Project Overview: Ava's Waste Removal, a dynamic waste management company, sought to enhance its online presence through a comprehensive website redesign and digital marketing strategy. This case study outlines the multi-faceted approach taken to transform their digital footprint, detailing the design process, marketing efforts, and ongoing maintenance activities.

Design Process and Development: The project commenced with foundational work, including setting up necessary accounts and services, and planning the website's content. The primary focus was on custom web development, where a unique look and feel were established through custom navigation menus and branding colors. Content creation was integral, crafting informative and engaging descriptions of services and FAQs.

The integration phase involved adding interactive features, such as Facebook integration and reputation management on Google. Continuous improvements and updates followed, addressing user-friendliness, creating custom error pages, and enhancing the website's speed and performance. Regular updates ensured the site remained current and functional.

Marketing and Community Engagement: The business's marketing initiatives were evident in the extensive use of email campaigns. Newsletters for various occasions, updates on service availability during holidays, and weather-related service announcements were regularly sent to customers. Participation in community events like the Thanksgiving and Fall Food Drives reflected a strong commitment to community engagement.
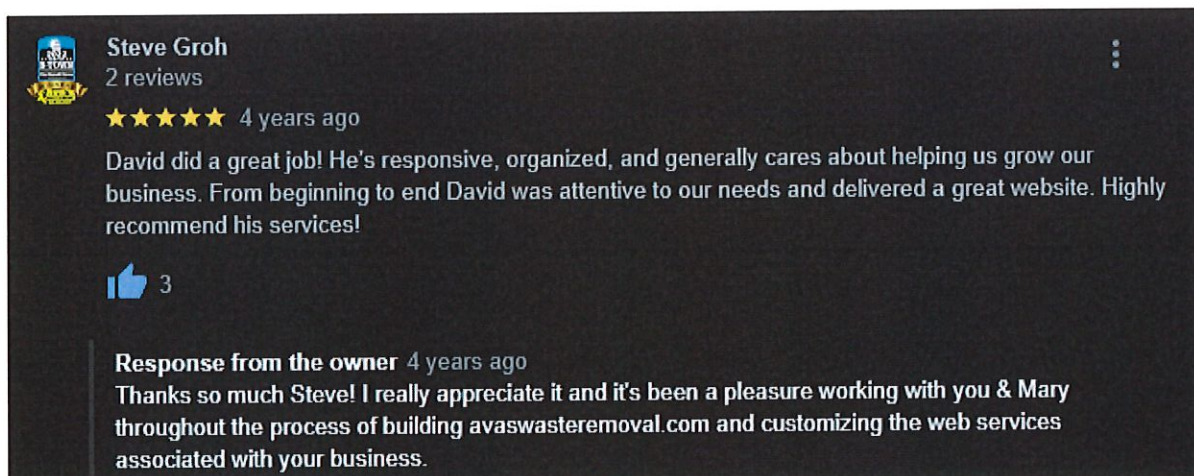
Online Presence and SEO Enhancements: Efforts to improve the website's online presence included managing online reviews and feedback, with a particular focus on Google reviews and community feedback platforms like NextDoor. The use of Google Analytics and attention to search performance highlighted a strategic approach to understanding and boosting online visibility.

Technical and Financial Management: Continuous technical updates, such as addressing mobile usability issues and improving site responsiveness, were crucial. The design team also created graphics for social media and marketing materials, enhancing brand consistency and appeal.

Financial and administrative management was handled proficiently, with efficient tracking of invoices and payments. Discussions about marketing strategies, using tools like Google Maps, and implementing schema data for SEO, demonstrated a strategic approach to online marketing.

Conclusion: The Ava's Waste Removal website project exemplifies a comprehensive approach to web design and digital marketing. From initial planning and custom development to community engagement and online reputation management, the project showcased a commitment to continuous improvement and customer engagement. The result was not just a visually appealing and functional website but a robust platform that effectively communicates the company's services, values, and community involvement.

"David did a great job! He's responsive, organized, and generally cares about helping us grow our business. From beginning to end David was attentive to our needs and delivered a great website. Highly recommend his services!"

Steve Groh
2 reviews

★★★★★ 4 years ago

David did a great job! He's responsive, organized, and generally cares about helping us grow our business. From beginning to end David was attentive to our needs and delivered a great website. Highly recommend his services!

👍 3

Response from the owner 4 years ago
Thanks so much Steve! I really appreciate it and it's been a pleasure working with you & Mary throughout the process of building avaswasteremoval.com and customizing the web services associated with your business.

7.2 Woodlands HOA Website Evolution and Maintenance

the woodlands

Home   About   Newsletter   Minutes   Maps   Governing Documents   Homeowner Requests   Payment   Contact Us

Welcome to the Woodlands

Located high above Jackson Creek, the Woodlands is a planned urban development community in a secluded part of Bloomington, Indiana.

The Woodlands Homeowners Association (HOA) embarked on a significant journey to enhance its digital presence, streamline communications, and improve its community engagement through its website, WoodlandsHOA.net. This case study encapsulates the efforts from September 2019 to November 2023, highlighting key milestones, technological enhancements, and strategic web management.

Phase 1: Initial Setup and Redesign (2019 - 2020)

- **2019-2020**: The project kicked off with foundational tasks like setting up Google Groups, optimizing Gmail settings, and integrating Google Calendar. A series of web meetings and updates saw the establishment of an efficient communication infrastructure.
- **December 2020**: Focused on content management, updating the 'About Us' and 'Contact' pages, and posting meeting minutes regularly to keep the community informed.

Phase 2: Enhancements and Regular Maintenance (2021)

- **April - July 2021**: The website underwent significant updates, including WordPress themes, plugins, and core updates. This period also marked the posting of various meeting minutes and the start of a year-long managed business web hosting plan, ensuring a secure and efficient online platform.
- **July 2021**: Major efforts were dedicated to updating meeting minutes, refining the 'About' page, and enhancing user accessibility to important documents.

Phase 3: Expanding Digital Infrastructure (2022)

- **Early 2022**: Emphasis was placed on updating governance documents and engaging in strategic discussions via Zoom calls about Google Workspace and cPanel web hosting.

- **Mid-2022**: The focus shifted to Google Workspace optimization, including setting up new accounts, migrating files, and troubleshooting.
- **July - August 2022**: Significant updates to the website's functionality, such as adding a homeowner request form and refining Google Workspace settings.

Phase 4: Strategic Digital Meetings and Enhancements (2022-2023)

- **Late 2022 - Early 2023**: Continued digital meetings to discuss and refine various aspects of Google Groups, payment page requirements, and integrating Stripe for online payments.
- **March - April 2023**: Efforts intensified in integrating Stripe for financial transactions, discussing new Google account setups, and refining the homeowner request form.
- **April 2023**: Renewed web hosting for the period up to July 2023, ensuring the website's stability and security.

Phase 5: Ongoing Adjustments and Forward Planning (2023)

- **June - September 2023**: Regular online meetings focused on reviewing and testing Google Groups settings, updating account access, and planning for future enhancements.
- **November 2023**: The latest update involved a meeting to discuss the homeowner request form for 2024, ensuring the website remains a vital tool for community engagement and management.

Impact and Reflection

Over four years, Woodlands HOA's website transformed into a dynamic, user-friendly, and secure platform, crucial for community engagement and management. The case study demonstrates the importance of regular updates, adaptive technology strategies, and proactive digital management in maintaining an effective community-oriented website.

7.3 Client Testimonials

★ ★ ★ ★ ★

a year ago

Meeting David initially from an "I don't know what I don't know" perspective, he made the entire process much easier for me. David took the time to ask questions to learn exactly what I wanted and needed in a web site. He explained the tasks that needed to be done for set up and took care of those. Not only did he design a great, user-friendly site, he anticipated how future clients would find the site and worked with me to set up

★ ★ ★ ★ ★

a year ago

David just helped us relaunch our new website. He was incredibly patient while working with our eager team of four (even though we all had different ideas and minimal knowledge)! We wanted to add contact forms, blog posts, mail sign-up, and a video banner on our home page and David knew how to do it all!

systems to drive traffic to this business. David is very personable, patient, and knowledgeable. He taught me how to use, edit, and maintain the site. David answers questions promptly, and often provides a link to learn about the subject more in-depth if interested. I was very pleased with his services!
- **Susie Gleyze**

★ ★ ★ ★ ★

a year ago

It was very refreshing to work with someone like David! David did excellent work for my firm in a very short time. I appreciate the fact that David makes sure all options are known to his clients, not just his option. This shows just how honest a person he is and how confident he is on his abilities and what he can offer. David loves what he does, that is very easy to see, is extremely knowledgeable on his craft and is not motivated by money!! I will use David on any further needs for my website and designs. I highly recommend him to anyone!
- **Stacy Brown**

Additionally, we called with an emergency today and David came to the shop while he was in the middle of errands to help us figure out our issue. We couldn't ask for more attentive and kind service.

I highly recommend David Martin Design!
- **Milan Gillespie**

★ ★ ★ ★ ★

3 years ago

We contacted David to review our website and offer any suggestions that might enhance what we are already doing. David responded quickly and professionally allowing us to meet and get started almost immediately. David had already reviewed our site prior to our first phone conversation and had some wonderful suggestions for improving our site to maximize both user experience and create more visibility for our site.

David worked quickly, explained every change and was a true pleasure to work with. Davids pricing is completely fair and his work was perfect. I wholeheartedly recommend David as a trusted partner for your website needs.
- **Jeff Norris**

Read all of our reviews from Google, Facebook, & Clutch here.

7.4 Client References

Ava's Waste Removal

Steve Groh & Mary McGuire
✉ avaswasteremoval@gmail.com
☎ (812) 327-2302

Woodlands HOA

Aran Mordoh
✉ director3@woodlandshoa.net
☎ (812) 325-6736

8. Conclusion and Next Steps

8.1 Final Remarks

In conclusion, we are confident in our ability to deliver a dynamic, user-friendly, and efficient website for Hopewell Development. Our experienced team is ready to leverage their expertise and the industry's best tools to ensure your website is a success.

We understand the importance of clear communication and effective collaboration and we are committed to keeping you informed and involved throughout the process.

Thank you for considering our proposal. We look forward to the possibility of working together to create a website that truly reflects the quality and vision of City of Bloomington Capital Improvement and the Hopewell neighborhood.

8.2 Next Steps

We're excited about the possibility of partnering with you on this journey. To proceed with this proposal, please reach out to us directly through email at david@davidmartindesign.com or call us at 812-650-4405. We can answer any questions, address any concerns you might have, and provide any additional information you need.

In the next steps of our proposal, we would like to express our excitement for the upcoming interviews scheduled for the week of December 11-14th. Additionally, we are pleased to inform you that Jarod & David will be available in Bloomington on December 11th, 12th, and 13th for in-person meetings. We look forward to these opportunities for direct engagement and collaboration.

Once you're ready to move forward, we will initiate the initial payments, and project planning phases and start laying out the steps for successful execution. We believe in the value we can bring to your project and are committed to delivering a top-tier website that exceeds your expectations.

9. Contact Information

Dave Martin	Jarod Maxwell
✉ david@davidmartindesign.com	✉ j@davidmartindesign.com
☎ (812) 650-4405	☎ (260) 579-1738

SociallyUP

New Estimate

$13,125.00

Estimate expires on January 31, 2024

View Estimate

Estimate #20032 sent

December 4, 2023

Customer

Valerie Pena

City of Bloomington Capital Improvement Organization

vpena@iu.edu

Date of service

January 31, 2024

Message

On behalf of the SociallyUP Team, we appreciate the opportunity to work with you.

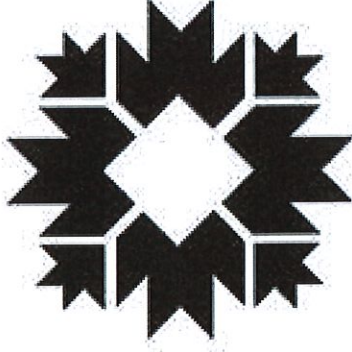|	
WordPress Website Design	**$12,375.00**

($75.00 ea.) x 165
165 Billable project hours

Breakdown:

4hrs of Initial planning sessions with the client
4hrs of initial planning sessions internally
145 Design hours
4hrs of revision meetings/discussions
8hrs of revision time

Required Plugins	**$300.00**

- Theme License (one-time lifetime fee)
- Page Builder Plugin (one-time lifetime fee)
- Contact Forms License (yearly renewal)
- Spam/Security Plugins (yearly renewal)

WordPress Website Launch	**$450.00**

($75.00 ea.) x 6
Launch is alltoed at 6hrs. of time/labor.

(OPTIONAL) Yearly WordPress Website Hosting	**$400.00**

The physical "parking place" for the website

(OPTIONAL) Yearly Website Maintenance	**$780.00**

Service covers daily functions of the website, daily backups, spam/security, 24/7 up/downtime monitoring, monthly reporting. and 1hr of labor per/mo. as needed and/or requested.

*covers 12mos. with a 10mos. paid in full
discount applied.*
can be billed monthly upon request (12mos.).

(OPTIONAL) Yearly Website Accessibility Tools $465.00

Priced at $465/yr.
Tools are paid directly to the service provider/vendor and are highly recommended for WCAG & ADA compliance.

Discount   -$1,645.00

Subtotal $13,125.00

Total   **$13,125.00**
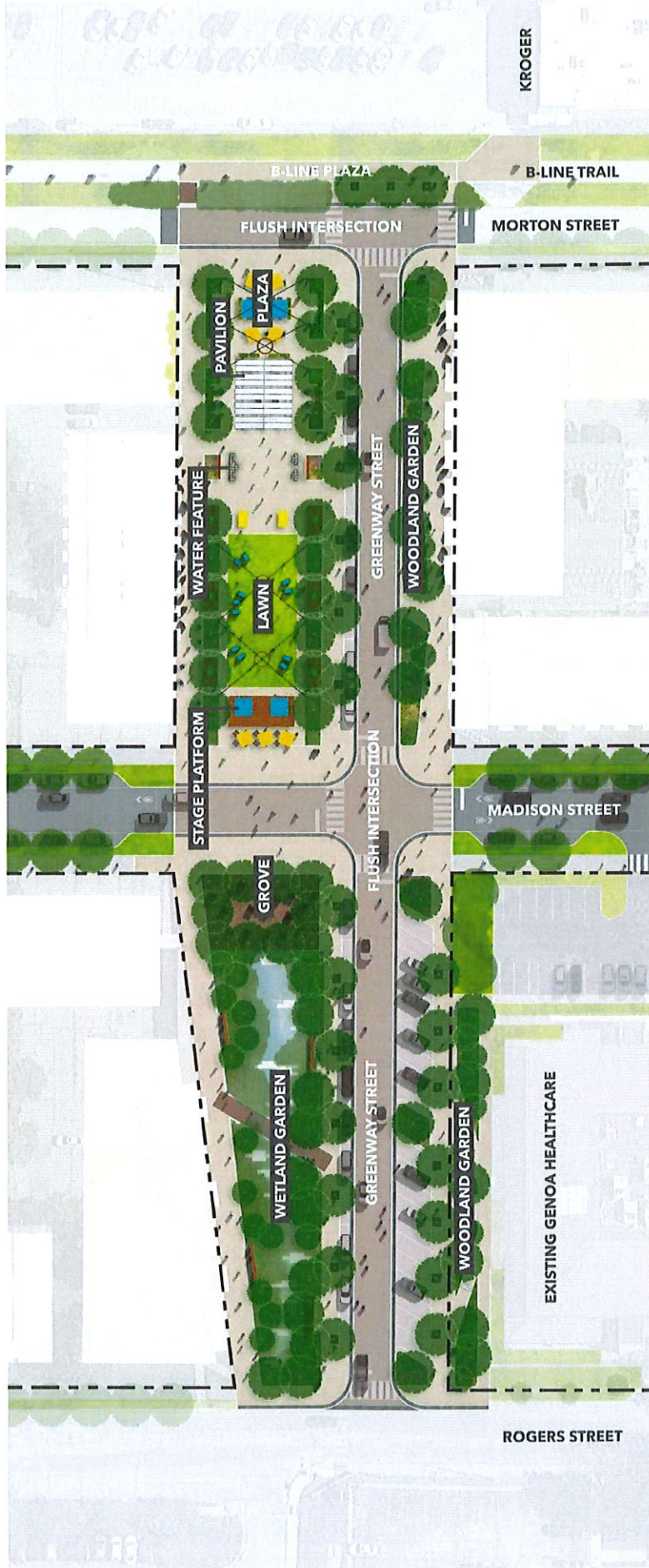
City of Bloomington
Bloomington Arts Commission

Exploring Ides for
1% for the Arts Project
Hopewell Phase 1 East

CITY OF BLOOMINGTON
arts commission

DESIGN DEVELOPMENT PLAN

KROGER

B-LINE PLAZA

FLUSH INTERSECTION

B-LINE TRAIL

MORTON STREET

PAVILION

PLAZA

WATER FEATURE

GREENWAY STREET

WOODLAND GARDEN

LAWN

STAGE PLATFORM

FLUSH INTERSECTION

MADISON STREET

GROVE

WETLAND GARDEN

GREENWAY STREET

WOODLAND GARDEN

EXISTING GENOA HEALTHCARE

ROGERS STREET

0'   30'   60'   120'
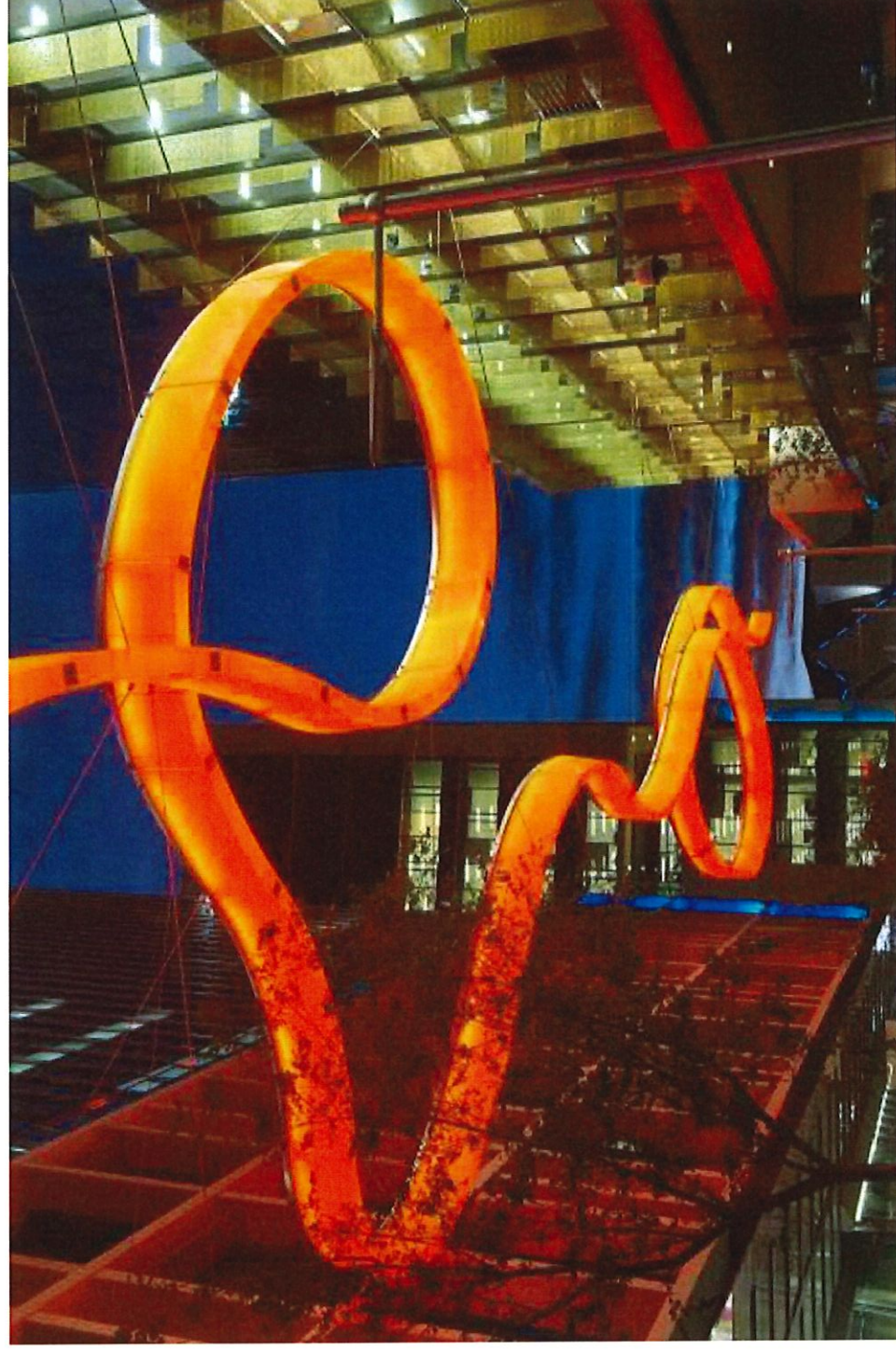
shrewsberry REA

Possible Art Medium Example: Sculpture
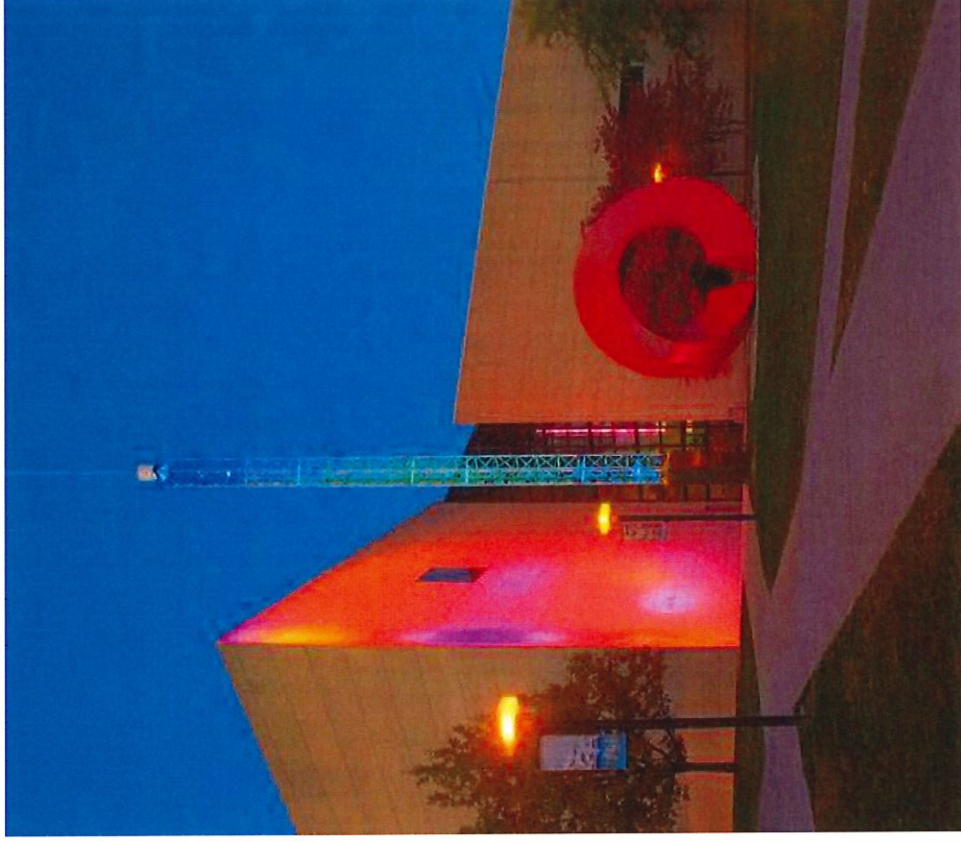
Possible Art Medium Example: Sculpture

Possible Art Medium Example: Suspended Sculpture
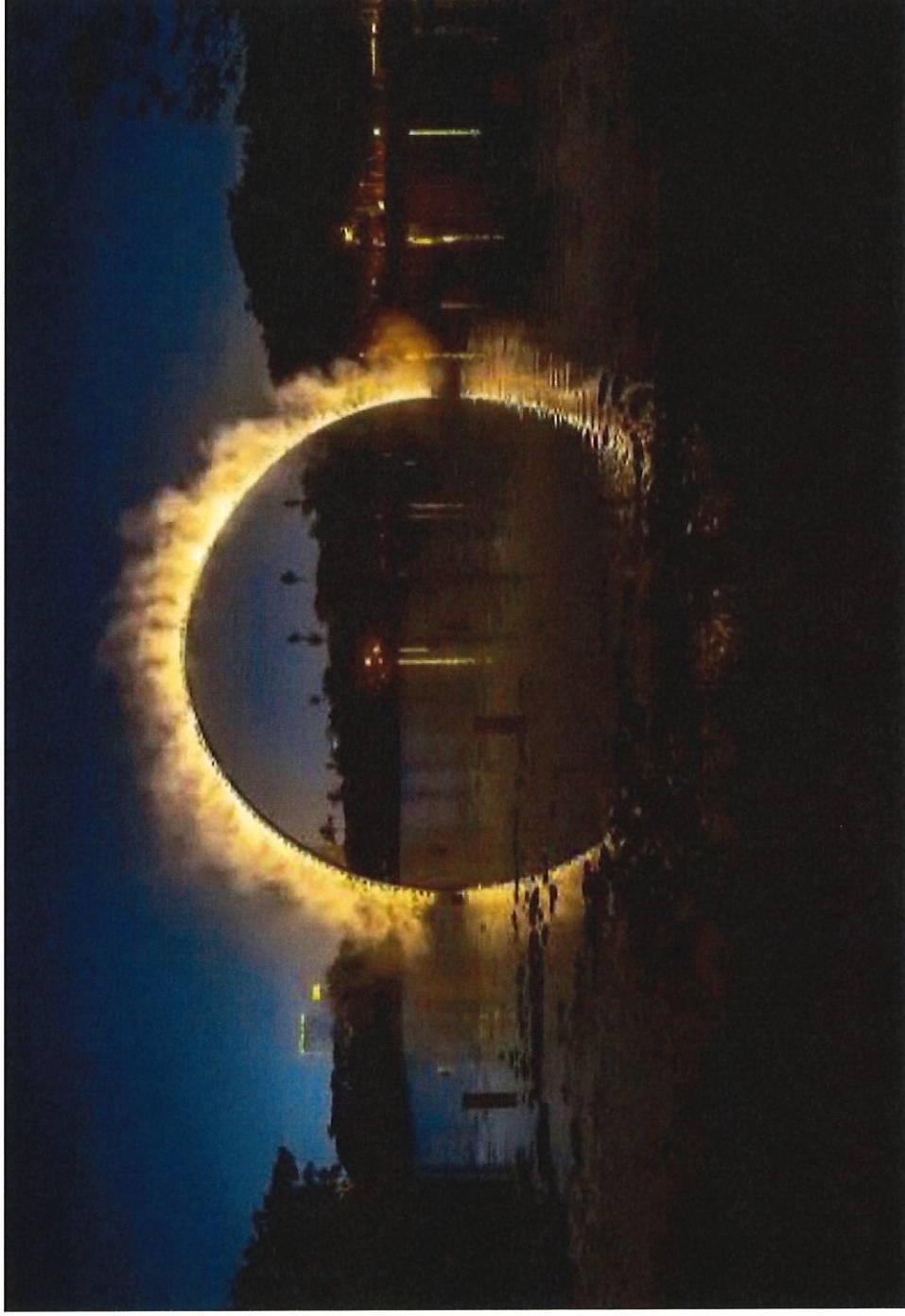
Possible Art Medium Example: Suspended Sculpture
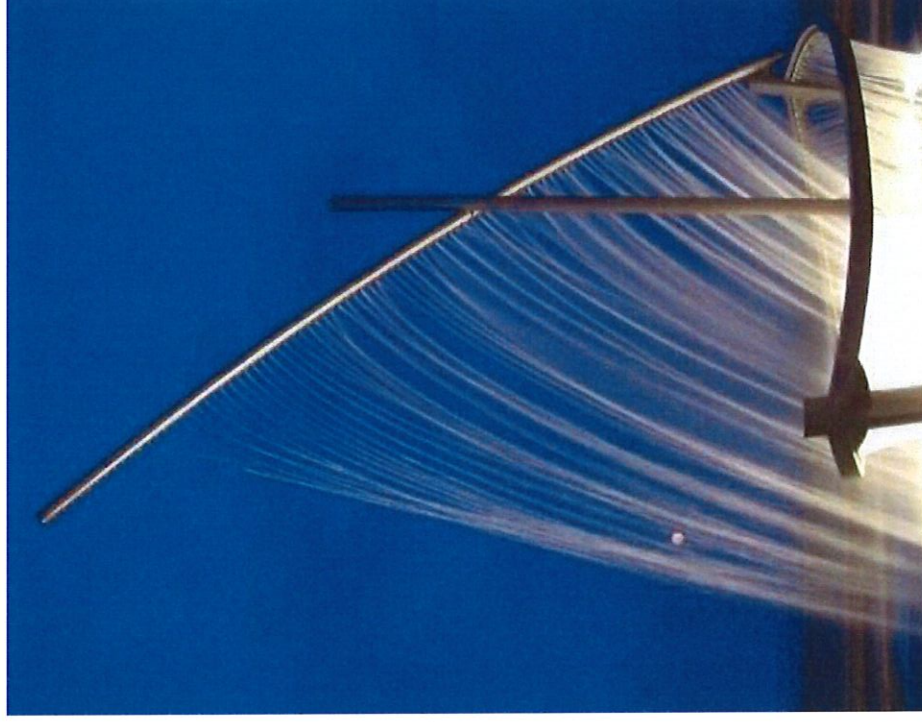
Possible Art Medium Example: Suspended Sculpture

Possible Art Medium Examples: Water Installation
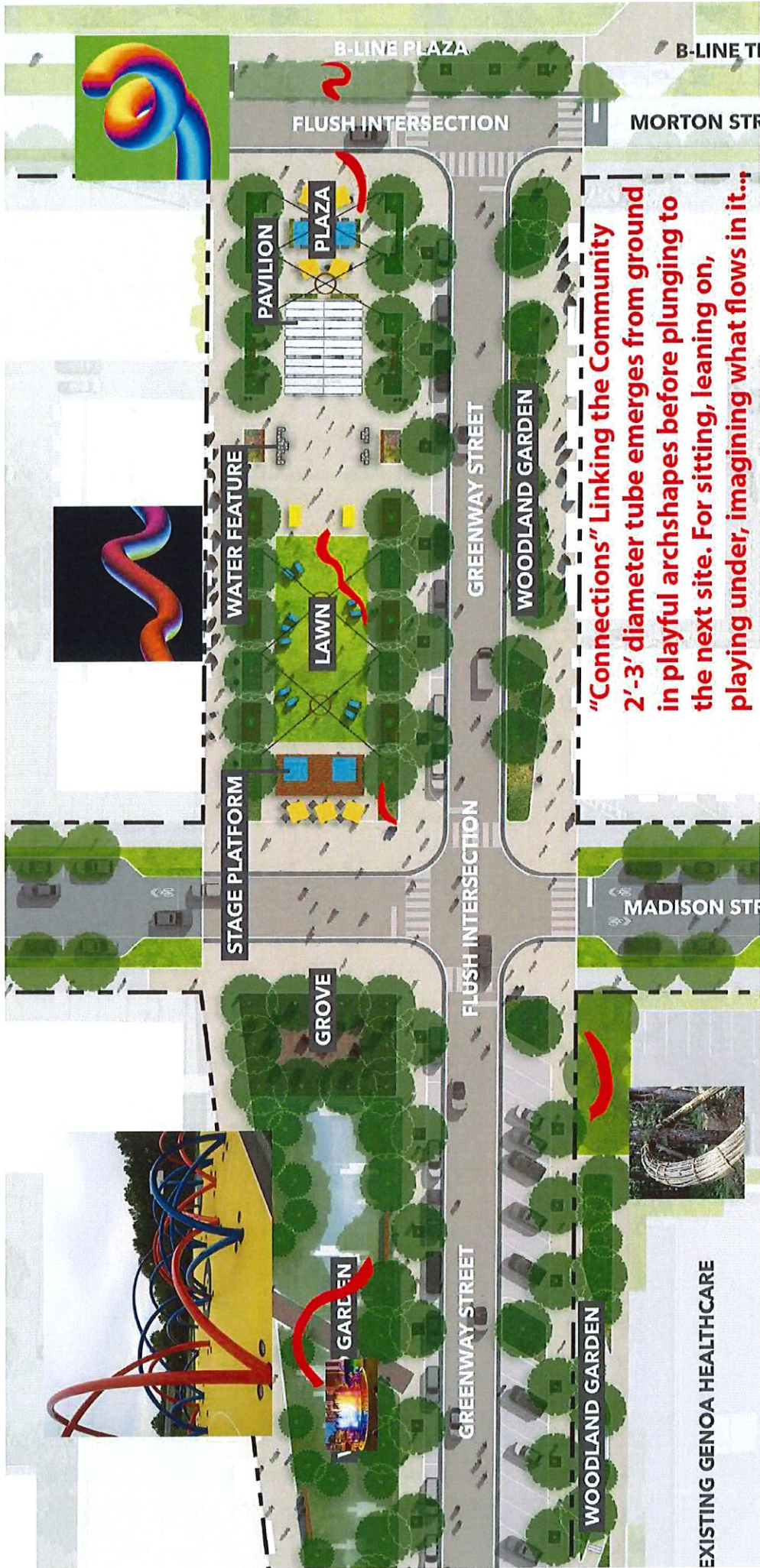
Possible Art Medium Example: Water Installation

Tying it all together…..

B-LINE PLAZA

B-LINE T[...]

FLUSH INTERSECTION

MORTON STR[...]

PAVILION

PLAZA

WATER FEATURE

LAWN

GREENWAY STREET

WOODLAND GARDEN

STAGE PLATFORM

FLUSH INTERSECTION

MADISON STR[...]

GROVE

GARDEN

GREENWAY STREET

WOODLAND GARDEN

WOODLAND GARDEN

EXISTING GENOA HEALTHCARE

"Connections" Linking the Community 2'-3' diameter tube emerges from ground in playful archshapes before plunging to the next site. For sitting, leaning on, playing under, imagining what flows in it...

Anticipated Timeline

- ○ **November 2023:** Call for Artist Proposals issued by Bloomington Arts Commission

- ○ **January - February 2024:** Review of proposals by committee comprised of BAC members and community stakeholders; selection of 3 finalist proposals for review by committee and shared with public for community feedback

- ○ **February 2024:** Final candidate selected and shared with Redevelopment Commission for approval