

**PROJECT PROPOSAL**

# Website Design and Development

## Gila County Government

### **Agency Representatives**

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**GREGG SHAPIRO**

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“Confidential Information” shall mean all information disclosed under this agreement, including, without limitation:

1. Any data or information that is competitively sensitive material, and not generally known to the public, including, but not limited to, information relating to product plans, business plans, marketing & advertising strategies, finance, general operations and methodologies, customer relationships, vendor relationships, customer profiles, sales estimates, customers and clients of any of the foregoing;
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## Storm Watch Expertise

*The Tempest Interactive Media team brings more than a decade of award winning experience in the areas of interactive marketing, including website design, search engine optimization, paid search management, content development, email marketing, and social media strategy.*

*“The new site will provide visitors to [www.gilacountyaz.gov](http://www.gilacountyaz.gov) with a seamless online experience that facilitates simple access to important staff and business directories, Gila County events and news, permits, and important legislative and judicial information.”*

## PROJECT OVERVIEW

### Goals and Objectives

Our goal is to create Gila County Government an updated, easy to use, interactive website that utilizes modern elements of design and the latest technology to offer administrators, county officials and the general public a comprehensive resource for information about the roles and services provided by the Gila County Government.

The new site will provide visitors to [www.gilacountyaz.gov](http://www.gilacountyaz.gov) with a seamless online experience that facilitates simple access to important staff and business directories, Gila County events and news, permits, and important legislative and judicial information.

In order to achieve this, Tempest will:

1. Develop a new site architecture and navigation structure with a detailed site map.
2. Create a fresh, visually engaging web presence for the Gila County Government.
3. Deliver a CMS (content management system) that allows for easy client management of web content and public records databases.
4. Provide a website and integrated CMS solution that offers visitors to the Gila County Government site with an intuitive, engaging, and enjoyable online experience.

**Technology:** Tempest Interactive Media recommends the Expression Engine Content Management Platform (EE) to transform the site into a full scale online publishing platform. EE technology provides the ability to easily update online content including pages, photos, videos, blogs and collaborate and implement new ideas with the Tempest Interactive Media design team. The result will be an engaging online experience that will promote the services provided by Gila County Government, and provide an easy to use online publishing platform for the Gila County Government staff to administer.

## **Tempest Leadership**

# **Chief Creative Officer**

*As Chief Creative Officer at Tempest Interactive Media, it is Gregg's job to bring a client's vision alive in a vivid, dynamic, digital format. Gregg is committed to delivering award winning web-based creative services that are on brand, cutting edge and seamlessly integrated within the established market position of the client. Gregg works closely with Tempest clients taking on a number of roles ranging from creative direction to interactive consulting and project strategy.*

*Having spent the previous 15 years alongside some of the best creative talent in the design and interactive marketing industry, Gregg's brand experience includes business giants Universal, Time Warner, Artisan Entertainment, MTV Networks, VHI, Viacom, and CBS Television. His portfolio spans both traditional design and interactive, and includes a diverse base of clients and work.*

*Whether it is creating web sites and interactive campaigns for major universities such as Florida State College and Florida Coastal Law School, heading interactive client acquisition and web site development for a-list NFL sports agency Schwartz and Feinsod, or creating award winning interactive designs and campaigns for notable destination marketing organizations (DMO's) such as Jacksonville, Santa Barbara, Fort Lauderdale, and The Pocono Mountains, Gregg continues to produce outstanding work and provide great value to the growing client base at Tempest Interactive Media.*

## **THE CORE BRAND AND REQUIREMENTS**

# **The Creative Process**

The new design will provide site visitors with an easy-to-navigate, visually engaging online experience that facilitates the transfer of important information and relative content as well as enhances the Gila County Government brand in the online space.

Tempest Interactive Media will develop a comprehensive strategy that guides the design of each site from beginning to end. The following process is followed on all site builds.

### **CREATIVE STRATEGY**

Before we can start the creative process, we must define all of your goals for the new web build. The process begins with extensive brand research, a thorough client creative brief with those closest to the Gila County Government brand, a complete review of all creative materials and resources, a competitive set analysis, and ends with the formation of our "interactive account plan"—essentially a report that documents our measurable goals and how we propose to achieve them from a visual and behavioral POV.

From this we can determine what will make your site a measurable success. This type of engagement will give the Tempest team the ability to make sound decisions for critical elements of the project such as what elements go on the site, where they go, and why they are there. It is important to note that the choice of interface technology, design elements, UI behavior and overall site architecture say as much about the Gila County Government market position and brand as the actual look and feel of the site do. A strategy that incorporates these elements in the early phases of the project is a critical part of the web build that must exist in order to achieve the project goals.

Tempest Interactive Media will include an extensive creative discovery at the start of the project. This will not only give the agency an opportunity experience the brand, but it also provides both Gila County Government and Tempest dedicated time to focus and work together to gain a better understanding of roles, personalities and expectations within both organizations. During that time we can also brainstorm creative ideas together for the site such as seasonal themes, new trends in interactive and a long term creative strategy that will provide the maximum benefit to the organization over the life cycle of the new website.

### **Tempest Interactive Media**

2509 N. Campbell #23 Tucson, AZ 85719  
Office: **800-274-8774** Cell: **520-906-8963** Fax: **800-274-8775**



## **Tempest Leadership**

# **Chief Strategy Officer**

*Alex Heimann brings over a decade of interactive experience to Tempest Interactive Media.*

*Alex delivers leadership, strategy and innovative ideas to Tempest clients, while driving the development and delivery of service and technology offerings to create comprehensive digital marketing programs for the company's client base.*

*A true leader in the digital marketing landscape, Alex has created award winning strategy in the areas of paid search, social media, email marketing and organic search engine optimization (SEO). Industry experience includes financial, education, destination marketing and tourism, professional athletics, arts and entertainment and software technology.*

## **INFORMATION ARCHITECTURE**

Using the provided site content outline as a starting point, we will work with your team to recommend an updated Information Architecture that allows intuitive navigation for your visitors and lays a solid foundation for your website design. Our process consists of analyzing three important factors to develop the blueprint for your web site:

**Audience:** Who is going to visit your site? The age of your visitors, their level of technical proficiency, and region of the US or world they inhabit all dictate how your site is structured and designed.

**Content:** How many different subject areas will your site cover? The number of information areas and how much content you have for each specific area heavily influences the structure and layout of your site.

**Navigation Structure:** How will your audience find the content on your site once they have reached the home page? Based on your audience and content, we will design your navigation structure to maximize usability for your site visitors.

## **DESIGN AND USER EXPERIENCE**

Using our interactive account plan and information architecture requirements as a starting point, we will create the visual direction for the new site. This culminates with a set of design “comps” that include a variety of designs tailored to the specific needs of the client based on the information architecture and content needs of the client. All comps are designed and built consistent with the client’s positioning, identity, and future marketing goals, and serve to leverage the content of the current marketing initiatives. The creative process continues with x2 (times 2) revisions, and ultimately leads to a highly refined finished concept.

## **DESIGN DEPLOYMENT OR CSS/XHTML EXECUTION OF SITE DESIGNS**

In order to complete the redesign process, we must take the approved designs and design elements and “cut-up” or convert them into CSS/HTML templates for site implementation. This is also the stage that much of the interface technology is chosen and implemented. Interface feedback mechanisms such as tooltips, light-box effects, or tabbed content are a few examples of interface technology. The Tempest team will make recommendations for the Gila County Government project based on our market research and predicted user group behaviors, as well as from input from key members of the Gila County Government team.

## **Marketing and Consulting Experience**

*We are a dynamic group of world class marketers, software and design professionals who provide innovative solutions. Our range of experiences, individually and collectively, rival any of the most proven agencies that exist today.*

## **Core Competency Interactive Design**

*Tempest creates compelling custom design which leverages digital media to communicate branding and connect visitors with an engaging experience on the web.*

## **Static and Dynamic Site Content Management**

Implement the Expression Engine Content Management Platform (EE) to power the new website and provide enhanced content management capabilities.

EE features include enhanced database technology, SEO friendly page construction, easy to use text and copy editing, advanced content generation, ADA compliancy, automated workflow approval system, audit trail, breadcrumb navigation, and the ability to manage interactive applications (jQuery/javascript).

Administrators can create, modify, and delete site pages using EE. EE is permission based, and gives the super admin user the ability to control all site content, contributors, and publishing rights.

The site will also integrate specific content modules with the CMS for dynamic content creation, providing the site administrator with a very robust library of options for unique content page creation. Below are some of the specific modules to be included in the web build based on our initial site analysis and discovery phone call:

## **Best Practices/Core Site Utilities**

### **CMS POWERED STRUCTURED PAGE CONTENT**

Structured page content updates will be implemented site-wide. This will give administrators the ability to insert, update and delete page content at will.

### **PRINT THIS PAGE**

Allows visitors the option to view a print friendly version of every content page for printing.

### **RSS FEED**

Allows visitors the option to subscribe to an RSS feed of any news or event content.

### **ADVANCED SITE SEARCH**

The site will feature advanced search capabilities so visitors can quickly find the specific content they need.

### **XML/HTML SITE-MAP**

## **Storm Watch**

# **Big Time Brands**

*From creating award winning campaigns and sites for destination marketing organizations (Visit Jacksonville), to e-commerce giants (zappos.com), to the world's most prominent heavyweight boxing promoter (Top Rank Inc.), the team at Tempest Interactive Media has a broad range of big brand experience.*

*With several decades of combined experience in the digital marketing realm, Tempest Interactive Media delivers an immediate impact on your brand and transforms your online presence into a strategic technology platform poised for success and accolades.*

The site will feature a fully dynamic HTML site-map and XML site-map for search engine optimization.

### **SITE BUMPERS**

A dynamic site bumper widget will be incorporated into the site design. Site bumpers give the site administrator the ability to feature images and text for site content highlights. Bumpers can also be used to drive site visitors to multiple areas of the site, promoting staff, news stories, events and more.

### **PHOTO GALLERY**

The site will feature a photo gallery which will allow site administrators to easily add and remove photos. The photo gallery will be built using Javascript technology and will not require the Flash plugin allowing the gallery to be displayed across mobile browsers.

### **SITE TRANSITION ACTIVITIES**

Tempest will conduct complete 301 URL redirects to ensure that URLs on the existing site send visitors to the appropriate page on the new website.

## **Enhanced Site Utilities**

### **STAFF DIRECTORY**

The site will feature a staff directory where visitors can easily locate staff members and link to a details page with expanded information about each staff member. Site administrators will easily be able to add new staff and updated information about existing staff.

### **EMAIL NOTIFY**

Visitors to the site will have the ability to subscribe to any page they are interested in. They will be notified any time there is an update to that page content. The email notify option will be an option to any page on the site.

### **BUSINESS DIRECTORY**

A directory of businesses in Gila County will be featured on the new site. The directory module will be designed to feature information and photos of each member business, and features a "details" page to accompany the abbreviated version.

### **GOOGLE ANALYTICS CONFIGURATION AND IMPLEMENTATION**

Tempest will configure and implement Google Analytics across all site pages. Custom Goals, Filters and Event Tracking will be set up based on reporting needs of Gila County.

### **GOOGLE TRANSLATE**

Tempest will configure and implement Google Translate to give visitors the ability to translate on page text into over 30 languages.

### **EMAIL THIS PAGE**

Visitors will easily be able to shares urls with a friend through an easy to

## **Core Competency** **Technology**

*Tempest implements state of the art programming execution and an adaptive content management system (CMS) to develop and build custom web applications and programs.*

*“A directory of businesses in Gila County will be featured on the new site. The directory module will be designed to feature information and photos of each member business, and features a ‘details’ page to accompany the abbreviated version.”*

user interface on each page.

### **FACILITIES RESERVATION SYSTEM INTEGRATION**

Tempest will integrate the site with a third party facilities integration system.

### **ONLINE BILL PAY INTEGRATION**

Tempest will integrate the site with a third party online bill pay integration system.

### **E-MAIL NEWSLETTER APPLICATION**

Site administrators will be able to update and create monthly or weekly email-newsletters of opt-in subscribers. Reporting will be available to track success of campaigns.

### **SOCIAL MEDIA INTEGRATION**

The site will feature Facebook and twitter integrations across page content.

### **SURVEY MODULE**

The survey module will allow site administrators to create surveys and display them on pages throughout the site.

### **GOOGLE MAPS INTEGRATION**

A custom Google Maps Integration will be implemented to allow visitors to add points of interest to the map from different sections of the site. The points of interest will be plotted on the map, and can be removed and added throughout the website.

### **DOCUMENT MANAGEMENT CENTER**

The site will feature a document management center which will allow site administrators the ability to upload and store photos, PDF documents, and other media. The documents will be easily searched and site administrators can update and delete documents as well.

### **FAQ MODULE**

The site will feature a FAQ section which will allow visitors to search answers to frequently asked questions.

### **CALENDAR OF EVENTS**

Events can be input and managed using the Calendar of Events module. Site administrators can upload relevant event information to the site, including dates, event details, photos etc. The events will be displayed through a rotating slideshow widget that can be placed on pages throughout the site.

## **Storm Watch**

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## **BLOG**

A full featured blog will be integrated with Expression Engine allowing site administrators single sign on capabilities to access the site and blog with unique user accounts. The blog will also feature links with social media sites to distribute blog content in a variety of forums.

## **JOB BOARD**

A full featured job board will allow site administrators to add/updated/delete job descriptions and allow site visitors to register and complete applications to the jobs.

## **CITIZEN REQUEST TRACKER**

The citizen request tracker will allow visitors to the site to fill out a web form to request specific services. Site administrators will be able to update the status of these requests and visitors can register and sign in to view the status.

## **EMERGENCY ALERT NOTIFICATION MODULE**

Site administrators will be able to post emergency alert notifications which will be shown to visitors of the site on specified pages. Emergency alerts can be configured by site administrators to show during a specified time period, or to show at a future date.

### **Tempest Interactive Media**

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**TIMELINES**

## The Projected Timeline (Estimated)

Production milestones serve as important deadlines where the Agency will present completed work for review and approval.

NOTE: These are only time estimates. All timelines are dependent on client participation, which is why they are presented as a range. A firm timeline will be set upon project kickoff after client expectations and roles have been clearly established.

TASK	TIMELINE
* CREATIVE DISCOVERY, STRATEGY AND INTERACTIVE ACCOUNT PLAN	2-4 WEEKS
WEBSITE ARCHITECTURE, SITE MAP, NAVIGATION	2-4 WEEKS
* CREATIVE, DESIGN AND / CSS HTML CUT UP	4-6 WEEKS (INCLUDES REVISION PROCESS)
WEBSITE DEVELOPMENT -	6-8 WEEKS
* TOTAL PRODUCTION TIME	12-16 WEEKS (3-4 MONTHS)

\*BILLABLE UPON COMPLETION OF MILESTONE

**BUDGET**

## Cost Breakdown

Reference the table below for a breakdown of costs associated with the project.

LINE ITEM	COST
CREATIVE STRATEGY, INFORMATION ARCHITECTURE, DESIGN AND USER EXPERIENCE, DESIGN "CUT-UP" OR CSS/HTML EXECUTION OF SITE DESIGNS	\$15,000.00
IMPLEMENT CONTENT MANAGEMENT SYSTEM (CMS) TO POWER THE NEW WEBSITE AND PROVIDE ENHANCED CONTENT MANAGEMENT CAPABILITIES. INCLUDES DESIGN FOR ALL INDIVIDUAL MODULES PROPOSED AND ALL LICENSING FEES FOR EXPRESSION ENGINE	\$4,000.00
<b>BEST PRACTICES SITE UTILITIES (INCLUDE ALL OF THE FOLLOWING)</b>	\$3,500.00
CUSTOM DATA MODEL/CMS IMPLEMENTATION FOR WEBSITE BASED ON BUILD REQUIREMENTS	
CMS POWERED STRUCTURED PAGE CONTENT	
PRINT THIS PAGE	
RSS FEED CAPABILITY	
ADVANCED SITE SEARCH	
SITE BUMPERS (CUSTOM WIDGETS FOR CROSS PROMOTIONAL ELEMENTS SUCH AS BANNERS, ETC.)	
PHOTO GALLERY	
SITE TRANSITION ACTIVITIES	

LINE ITEM	COST
<b>ENHANCED SITE UTILITIES</b>	
STAFF DIRECTORY	\$1,000.00
EMAIL NOTIFY	\$750.00
BUSINESS DIRECTORY	\$2,500.00
GOOGLE ANALYTICS CONFIGURATION AND IMPLEMENTATION	\$500.00
GOOGLE TRANSLATE	\$500.00
EMAIL THIS PAGE	\$500.00
FACILITIES RESERVATION SYSTEM	\$750.00
ONLINE BILL PAY INTEGRATION	\$750.00
EMAIL NEWSLETTER APPLICATION	\$1,500.00
SOCIAL MEDIA INTEGRATION	\$1,200.00
SURVEY MODULE	\$1,500.00
GOOGLE MAPS INTEGRATION	\$1,500.00

LINE ITEM	COST
DOCUMENT MANAGEMENT CENTER	\$1,500.00
FAQ MODULE	\$1,000.00
CALENDAR OF EVENTS	\$2,000.00
BLOGS	\$1,500.00
JOB BOARD	\$2,500.00
CITIZEN REQUEST TRACKER	\$2,000.00
EMERGENCY ALERT NOTIFICATION MODULE	\$1,000.00
<b>TOTAL COST (ESTIMATED)</b>	<b>\$46,950.00</b>

**MOVING FORWARD**

## Let's Get Started!

This document was created based on a request for work. Its purpose is to advise you of billable requirements before production begins and to serve as an agreement between both Client and Agency.

Please review the contents of this proposal thoroughly.

In order for Tempest Interactive Media to proceed with the execution of this project, we will need your signature accepting the stated project requirements, timeline, and budget.

The production deposit to begin work is **\$15,650** (reflective of 33% of the total budget). The remaining balance of **\$31,300** will be paid in (2) installments of **15,650** based on the designated project milestones.

Ongoing services will be billed separately based on the estimates included in this proposal.

Please sign in the appropriate location below, and return the signed proposal to us.

**Tempest Interactive Media**  
**c/o Gregg Shapiro, Chief Creative Officer**  
**2509 N. Campbell #23**  
**Tucson, AZ 85719**

\_\_\_\_\_  
:Printed Name

\_\_\_\_\_  
:Title / Position

\_\_\_\_\_  
:Signature

\_\_\_\_\_  
:Date

**Any additional requests beyond the scope of this proposal: \$125. An Hour**

From time-to-time additional requests may be made of the Agency to produce work related to the project, but not covered under the scope defined here. In these cases, the Agency will bill an hourly rate to complete the request. Agency will always advise the Client of any hourly work and an associated estimate of time prior to engaging in the work.