

KEMAH TOURISM WEB SITE PROPOSAL

Bidding Company Profile

- Web site creation, management and promotion since 2001
- Project teams are assembled to suit the client's needs
- Web Hosting Administrator
- Content management systems, Custom or templated design
- Dynamic functionality using php, javascript, Flash, MySQL databases
- Secure Ecommerce – Paypal, merchant accounts, Amazon, shopping carts
- Site Promotion – Google AdWords, Yahoo ads, eBay, search engine listings

Summary of Goals

Kemah should develop a new web site to benefit of technological advances and improve the service provided online. This requires a web site/web services that offer the most accessible content for the broadest based audience possible. Kemah's needs require a content management system and database integration which will allow the web site room for growth with add on modules and cascading style sheets.

A formula utilizing a content management system and a small, experienced team to achieve the greatest return on investment is presented in the following proposal.

Contents of Proposal

1. [Methodology](#)
2. [Feature List and Relationship to Goals](#)
3. [Production Schedule](#)
4. [Cost Estimates](#)
5. [Qualifications, References](#)
6. [Terms and Conditions](#)

1. Methodology

Follow a flexible methodology and work with a small, independent team of highly skilled professionals to ensure:

1. Light process – relies on human beings, not on rigid formality
2. Ability to work more rapidly and adapt solutions quickly during development
3. Based on short and frequent development cycle reviews
4. Saves costs by investing in expertise rather than overhead

Base the architecture of the solution on a Content Management System (CMS) and economical add-ons.

1. Saves time required to build a site from scratch by starting from an existing framework.
2. Saves cost as it is the customization and implementation rather than the software that is invested in. A CMS system allows community enhancements to be available for the project .
3. Adds functionality that would otherwise be beyond the scope of the budget.
4. Makes maintenance easier. CMS with a solid architecture, and a large community of developers allows such an architecture that is regularly updated.

2. Proposed Feature List and Relationship to Goals

Accessible Design

1. Cross-browser and platform compatibility
2. Text based navigation
3. Appropriate color contrast for readability
4. Streaming video rendered in FLV format
5. Print-friendly versions
6. Fast loading, light pages
7. Metatags, alt tags, title tags and long descriptions when appropriate

Accessible design will allow a majority of users, including those with disabilities such as the visually impaired and those with slow Internet connections to generally access information.

Content Organization

1. Coherent structure
2. Time-saving conventions
3. Persistent navigation
4. Pathway (breadcrumbs)

Consistent underlying architecture will make Kemah on-line content easier for visitors and content managers to find and use, improving transparency and information management. Usability translates into a positive visitor experience and relationship with the provider.

Administrative control of site content

Traditionally this is a costly functionality and is often cheaply implemented. One of the benefits of using a CMS is that they come with some basic built-in administrative back end functions.

1. Content creation, editing, updating, archiving and deletion throughout the site
2. Management of user groups and permissions: member, guest, editor, publisher
3. Creation and delivery of newsletter (html or pdf text) to any or all groups of site users
4. Creation and archiving of data
5. Display and modification of Calendars or Schedules
6. Upload of podcasts, text-rss news, images and pages to correct sections
7. In-house control of membership options, promotions
8. Oversight of events submitted for the public

Suggested front-end features for a community-service site

1. Online newsletter signup
2. Send this page to a friend
3. Print-friendly page
4. Join, purchase and/or donate securely on-line
5. Search site via keywords, including board minutes, playlists, news
6. Community event calendar with public submissions via the web
7. Moderated community forum associated to content such as events, news, programs
8. Site map
9. Program schedule viewable by day, week, topic, host or search keyword
10. Sponsor information tastefully displayed or linked to relevant items such as program descriptions or podcasts, benefiting and encouraging participation of underwriters. Listings can be turned on and off by date.
11. Expanded secure opportunities for online donations making it easier for users to act upon their intention to give financial support or make purchases
12. RSS feeds of local news

The above features are possible within the estimated budget, provided that the precise requirements of Kemah do not exceed the standard functions.

3. Tentative Production Schedule (to be finalized at initial meeting)

- Initial questionnaire completed and returned by client

- Meeting to go over questionnaire and develop project plan
- Upon contract signing – discovery, user scenario and architecture development
- Pre-production: Kemah materials delivery, CMS installation, model development, presentation of design and structure, adjustments if needed and approval
- Production: Customization of site components, production of site sections, iterations of adjustments
- Continues: On-line references, site and staff training, correction of problematic content, graphics, structure, features
- Pre-launch: non-public site launch, final documentation, staff finalizes content, bug testing
- Launch: final payment and site launch upon Kemah green light
- Post launch error checking and tweaks - Search engine submission

4. Cost Estimate

Pricing represents web hosting on our servers. If PierceHouston has to set up your site on other servers an additional fee will apply. Organized, clear information and timely delivery of materials from client is essential. If initial discussion indicates that critical items require more complexity than estimated, the features would be prioritized to remain within the budget.

A tourism site with the features mentioned in this proposal can be completed for \$12,500.00. After set up, training a Kemah editor and moderator and final approval of the site PierceHouston will provide any additional maintenance. This maintenance will be provided on an hourly basis at \$65/hr and web hosting at \$700 per year. This hosting plan offers a user control panel, FTP access and daily backups. Additionally any software upgrades will be preformed as needed. Should a content restoration be required it will be provided at no cost.

Optionally a monthly maintenance contract could be entered into where by PierceHouston would provide any or all content updates, site maintenance and hosting at a cost of \$500 per month.

5. Qualifications and Relevant Projects

www.seabrooktourism.com/

www.dmgdesignshouston.com/dmgd-portfolio.html

Access to a demonstration CMS site with similar features to those requested by Kemah can be provided upon request, please contact me if you are interested in a “test drive” of a content management system. email a request via the main page contact information

5a Potential Team Profiles

- [Richard Pierce](#)
- [Mark Glass](#)

6. Standard Terms and Conditions

Fulfillment: Richard Pierce (RP) will provide the services described in the signed contract, and use best efforts to complete the work within the estimated cost and schedule (granted client does not change the terms set forth in the contract and meets their responsibilities as outlined in the contract).

Subsequent Changes to Initial Proposal: If it becomes apparent to RP that either cost or scheduling are going to be exceeded due to changes or additions initiated by client or by unforeseen issues, RP will advise client in advance.

Client Responsibilities: client agrees to provide RP with all information and materials needed for site creation before production will commence.

1. Images must be cropped, corrected, sized and of acceptable quality and delivered in the appropriate web-ready format such as jpg or gif.
2. Complete text needs to be provided in a final proofed electronic format (for example, in an email or word document attachment to an email) for each page of the site.
3. Audio for initial podcasts must be provided in MP3 format.
4. Video clips for dual bandwidth stream to be provided by Kemah.
5. Streaming server technology to be arranged between Kemah and RP.
6. Any member/ mailing lists must provided in a format compatible (to be determined) with the MySQL database.
7. RP offers both image, video and copywriting services but they are not included in this estimate. Decisions about migration of current site data are client's responsibility.

8. Client is responsible for no delay in review and sign-off on mock-ups or last-minute changes.

Deposit: client will pay 20% of the estimate with delivery of signed contract before commencement of services beyond the initial estimate, questionnaire & planning meeting.

Payments: client will pay 30% upon launch of the development site. Upon approval and signoff of development site and launch of site to the public, client will pay the final 50% payment. Services will continue upon payment for each completed phase.

Warranty: client warrants that the content and information provided will not infringe upon any copyrights and will be legally obtained and hold RP harmless for any breach of this warranty.

Ownership: Copyright in the design of the Web Site will belong to client according to the Creative Commons license, any third-party components (open source or otherwise) shall be subject to their own particular licenses, if any.

Confidentiality: Neither RP nor client will divulge any confidential information without prior approval and for no other purpose than to complete the assigned tasks.

Termination: client may terminate this agreement by notice in writing or via email to RP. RP will invoice client for services performed up until the receipt of termination notice and provide client with all tangible work to date. RP may terminate this agreement with 14 days written notice or for non-payment.

Mediation: Any unresolved claims will first be submitted to mediation and then arbitration.

Governing Law: This Agreement will be governed and interpreted by the standard terms and conditions of such contracts and by the laws of the state of Texas.

This proposal, in whole or in part, may not be reproduced, stored, transmitted, or used for design purposes without the prior written permission of Richard Pierce.

The information contained in this document is not a binding agreement and is viable for the period of thirty days from February 23, 2010.

Document History

Version	Issued By	Issue Date	Comments
1.00	Richard Pierce	02/23/2010	Submit Proposal and Estimates