WEBSITE REDESIGN AD HOC COMMITTEE

Agenda

Administration Conference Room A
Tuesday, February 18, 2020, 1:00 p.m.

1. **Call to Order/Pledge of Allegiance**
2. **Roll Call/Notice of Quorum**
3. **Chairs Announcements**
    a. Introduction of Guests and Staff

        Susan Hopewell, Vice-President
        Randy Ankeny, Executive Director
        Katya Lukina, Communications OPS Coordinator

    b. Rules of Order
    c. Chair's Report
4. **Shareholder/Member Comments** *(Limited to 3 minutes per person)*
5. **Approval of Minutes**
    a. Summary of January 21, 2020 (p. 1)
    b. Minutes of January 21, 2020 (pp. 2-4)
6. **Correspondence (N/A)**
7. **Staff Reports**
    a. Director of Communications and Technology
    b. Executive Director
8. **Sub-Committee Reports (N/A)**
9. **President's Comments**
10. **Unfinished Business**
    a. RFP Response Reviews
        i. Americaneagle.com (pp. 5-43)
        ii. Kobe Digital (pp. 44-55)
        iii. Revize (pp. 56-126)
11. **New Business (N/A)**
12. **Governing Documents (N/A)**
13. **Future Agenda Items**
14. **Next Meeting**
    March 17, 2020

Administration Conference Room A

15. **Adjournment**

WEBSITE REDESIGN AD HOC COMMITTEE

SUMMARY REPORT
Tuesday, January 21, 2020
1:00 p.m.

Action/Request	Person Resp.	Cmte. Referral	FC	BOD	Comments
1. UNFINISHED BUSINESS: RFP Response Reviews The Committee reviewed a report on RFP Response as of January 14, 2020, as presented by the Director of Communication and Technology	Director of Comm. and Technology				
2. UNFINISHED BUSINESS: Revize Proposal Following a discussion, the Committee moved to extend the RFP submission deadline to two more weeks (January 31st), and collect remaining bids, excluding ADA compliance, for a website. The motion passed with three "yes" (Hopewell, Perrotti, Snowden) and one "no" vote (Massetti). The Committee also advised the Director of Communication and Technology to get a revised bid from "Revize" that'd include ADA compliance fees and provide the Committee with a definition of ADA for a website and the difference between ADA and WCAG.	Director of Comm. and Technology				
FUTURE AGENDA ITEMS: The Committee moved/concurred to include: i. **Follow up on RFPs**					

REVISED
01/24/20

WEBSITE REDESIGN AD HOC COMMITTEE MINUTES
January 21, 2020

The Website Redesign Ad Hoc Committee meeting was held on Tuesday, January 21, 2020, and was called to order at 1:00 p.m. by Chair Massetti in the Administration Conference Room, followed by the Pledge of Allegiance.

ROLL CALL

Present:	Mr. N. Massetti, Chair	Ms. L. Perrotti
	Mr. S. Hopewell	Ms. P. Snowden
Absent:	Ms. I. Heinrichs	
Also Present:	Ms. N. Chigireva, Director of Communications and Technology	
	Ms. K. Lukina, Communications OPS Coordinator	
	Two Shareholders/Members	

The agenda actions of the committee will be limited only to the members of the committee and will only constitute such actions in accordance with stated committee policy and/or provide recommendations to the GRF Board of Directors at its regular Board meeting on the 4th Tuesday of the month. GRF Board members who are not committee members will be allowed to comment when recognized by the Chair and only during the proscribed Foundation member comment period, not to exceed four minutes, as set forth in Policy 5610, Participation by Foundation Members. The minutes of today's committee meeting will be presented to the Board for approval following the approval of the committee meeting minutes in February 2020.

CHAIR'S ANNOUNCEMENTS

Chair Massetti greeted and welcomed everyone to the Website Redesign Ad Hoc Committee meeting and introduced Foundation members, guests and staff, including the Director of Communications and Technology Nataly Chigireva and Communications OPS Coordinator, Katya Lukina.

Rules of Order

Chair Massetti asked everyone to silence their cell phones, wait for their turn to speak and avoid side conversations.

Chair's Report

Chair Massetti had no report to present at the time of the meeting.

DRAFT

SHAREHOLDER/MEMBER COMMENTS

There were no comments made by shareholders/members at the time of the meeting.

APPROVAL OF MINUTES

The minutes of October 15, 2019, Website Redesign Ad Hoc Committee meeting were approved as amended.

CORRESPONDENCE (N/A)

STAFF REPORTS

Director of Communications and Technology

The Director of Communications and Technology presented online options and associated costs for LW Weekly as an e-edition that could potentially replace its current PDF version. She stated that a digital edition is presentable, easy to navigate and would allow for more advertising. In addition, Ms. Chigireva stated that the system would be easy to set up while the LW website is being redesigned, and the advertising can be selective per request.
Following a discussion, the Committee concurred to forward this item to the Communications/IT Committee for consideration.

Executive Director

The Executive Director was not present at the time of the meeting.

SUB-COMMITTEE REPORTS (N/A)

PRESIDENT'S COMMENTS

President Stone was not present at the time of the meeting.

UNFINISHED BUSINESS

RFP Response Reviews

The Director of Communication and Technology spoke of a report on RFP response from nine companies, as presented, and based on a feedback, suggested the removal of ADA compliance functionality from RFP and extending submission deadline to January 31st, 2020.

Revize Proposal

The Director of Communications and Technology asked for the Committee's input on Revize proposal, as presented.

DRAFT

Following a discussion, Ms. L. Perrotti MOTIONED, seconded by Ms. S. Hopewell -

> **TO** extend the RFP submission deadline to two more weeks (January 31st), and collect remaining bids, excluding ADA compliance, for a website.

The motion passed with three "yes" (Hopewell, Perrotti, Snowden) and one "no" vote (Massetti).

The Committee also advised the Director of Communication and Technology to get a revised bid from Revize that'd include ADA compliance fees and provide the Committee with definition of ADA for a website and the difference between ADA and WCAG.

NEW BUSINESS (N/A)

GOVERNING DOCUMENTS (N/A)

ADJOURNMENT

Chair Massetti adjourned the meeting at 2:12 p.m.

_____
Nick Massetti, Chair
Website Redesign Ad Hoc Committee

KL 01/21/20

DRAFT

americaneagle·com®

January 31, 2020

PROPOSAL

RFP Response for:
Leisure World Seal Beach (LWSB) /
Golden Rain Foundation (GRF)

Prepared for:
Natalia Chigireva

Prepared By:
Chris Remington

americaneagle·com™

1.3. RFP Cover Sheet

Golden Rain Foundation (GRF)
RFP 2019-1
Leisure World Seal Beach Website Design and Replacement
Response Cover Sheet

	Yes	No
Has your company operated at least one year without interruption?	☒	☐
Does any employee or official of the GRF have any financial or other interest in your firm?	☐	☒
Has your company been disqualified by any public agency from participation in public contracts?	☐	☒

Please fill out this sheet with the appropriate contact information for your company.

FULL LEGAL NAME OF THE COMPANY: Americaneagle Computer Products Inc.

TYPE OF BUSINESS ☒ Corporation ☐ Partnership (general) ☐ Partnership (limited)
☐ Sole Proprietorship ☐ Limited Liability Company

FEDERAL EMPLOYER ID NUMBER (FEIN): 30-0049876
ADDRESS: 1800 Century Park East, Suite 600
CITY/STATE/ZIP: Los Angeles, CA 90067
EMAIL ADDRESS: info@americaneagle.com
PHONE: 847-699-0300 FAX: 847-699-4207
NAME PLEASE PRINT: Mike Svanascini TITLE: President
SIGNED: Mike Svanascini DATE: 1/24/19

Chris Remington
Digital Strategist – Americaneagle.com
chris.remington@americaneagle.com

414-803-1951
3209 W. Highland Blvd.
Milwaukee, WI 53208

Ellis LeMay
WordPress Department Manager/Project Manager
ellis.lemay@americaneagle.com

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INTRODUCTION

Laying the Foundation

Executive Summary

Leisure World Seal Beach/Golden Rain Foundation (LWSB/GRF) is interested in redeveloping its website to provide an easier experience for site visitors to find the information they need, while improving visuals to better meet LWSB/GRF's evolving brand, while also making the site easier to update, making it easier to keep content fresh.

Americaneagle.com will design a modern, sophisticated website focused on user-friendliness on both the front and back-end. The new look and intuitive design will help users navigate the site; the easy-to-use yet robust CMS will help LWSB/GRF manage and grow the site. In addition, the new website will feature a responsive design and will be fully functional on mobile and tablet. To achieve this, Americaneagle.com will deliver on the following project services:

Planning & Project Management: Americaneagle.com provides skilled project planning and management throughout the lifecycle of the project. The project will begin with a planning phase to fully identify all the creative, functional, and technical specifications of the project and will set up a project timeline with a full outline of all project tasks, deliverables, and associated dates. Your project manager will keep the project on track and will be your interface to all team members to deliver a successful project.

Graphic Design: Americaneagle.com will design a customized graphic layout that appeals to your target audiences. We gather information about your business, your goals, your audiences, and your landscape to create a new site design that generates results and ensures the best possible experience for your users.

Responsive Design: The website will feature a responsive design, allowing the site to function in a visually appealing, user-friendly way across all platforms (desktop, tablet, mobile). This not only increases your potential audience but also, to a certain degree, future-proofs your site against developing technologies with different display dimensions.

WordPress Platform Implementation: The cornerstone of the LWSB/GRF project will be the implementation of the CMS platform. This robust system will support LWSB/GRF's content requirements for this initial development and provide long term scalability for continued growth. Within the CMS's what-you-see-is-what-you-get environment, you can edit text, images, tables, and other content with word-processor-style tools; your project manager will train you on how to use and master the tools of this system. Additionally, the CMS allows for the simple integration of third-party components.

Integration: Another critical piece of the new website project will be the integration of the platform with LWSB/GRF's back-office systems, to streamline business operations. To facilitate this integration, Americaneagle.com will enable data flow in and out of the platform.

WP Engine Hosting: Americaneagle.com has partnered with WP Engine to bring its WordPress customers enterprise level hosting performance at an affordable, modest price. WP Engine powers superior digital experiences for over 500,000 websites in 136 different countries. It is the world leader in managed WordPress hosting. The managed hosting platform provides performance, reliability, security, and scalability that Fortune 500 brands across the globe trust and rely on to power their businesses and engage their customers.

Post-Launch Support: While this proposal speaks to the immediate needs of LWSB/GRF, Americaneagle.com is a full-service firm that appreciates the value of a relationship after projects conclude. Aside from hosting and site Support, post-launch services consist of support representatives already familiar with your website and, more importantly, a full strategic team that can help you achieve long-term goals and business growth. Americaneagle.com further supports clients by holding customer-only workshops and events throughout the year. Additionally, we produce content for our clients related to industry trends, website strategy, marketing, and much more (e.g. Eaglevision magazine).

Company Background

Americaneagle.com is a dynamic website company, offering a diverse, all-inclusive range of online services for those looking to succeed in today's global economy. Since 1995, Americaneagle.com has developed more than 12,000 total solutions for a wide range of clients, from start-ups to Fortune 500 companies, professional sports teams to government organizations, small online storefronts to large multi-channel retailers. Americaneagle.com is a family-owned, privately held company steadily committed to a spirit of ingenuity and incomparable service that has made us a leader in our industry.

Full Service Web Development & Technology Company

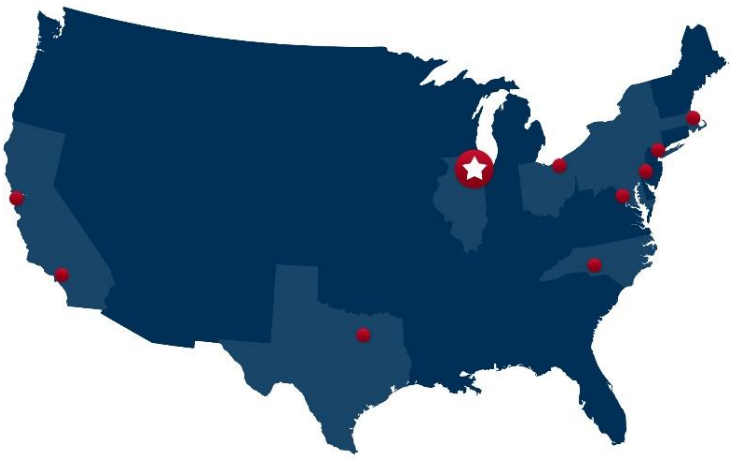
WEB & APP DEVELOPMENT
EXPERIENCE DESIGN
STRATEGY & INSIGHTS
HOSTING & SECURITY
DIGITAL MARKETING
CLIENT SERVICES

Established In
1978

12,000+
Projects

Offices
NATIONWIDE

450+
Employees



Inc. 5000

AN INC. 5000 FASTEST GROWING COMPANY

WordPress

and

americaneagle·com

WORDPRESS PLATFORM CERTIFIED

100+

PROJECT IMPLEMENTATIONS

- Kendall College
- Supreme Lobster
- Elite Heavy Equipment
- Crissie Insurance Group
- American College of Dentists
- LCM Architects
- Majestic International
- Transparent Container

125+

EXPERIENCED STAFF MEMBERS

- 130 Developers
- 30 Digital Strategists
- 50 Designers
- 40 Server Techs
- 55 Account/Project Managers

Topgrading inc.

BARDWIL

Manhattan Island Coffee Roasters — World's Finest Coffee Beans

handi-foil

Village of Bellwood

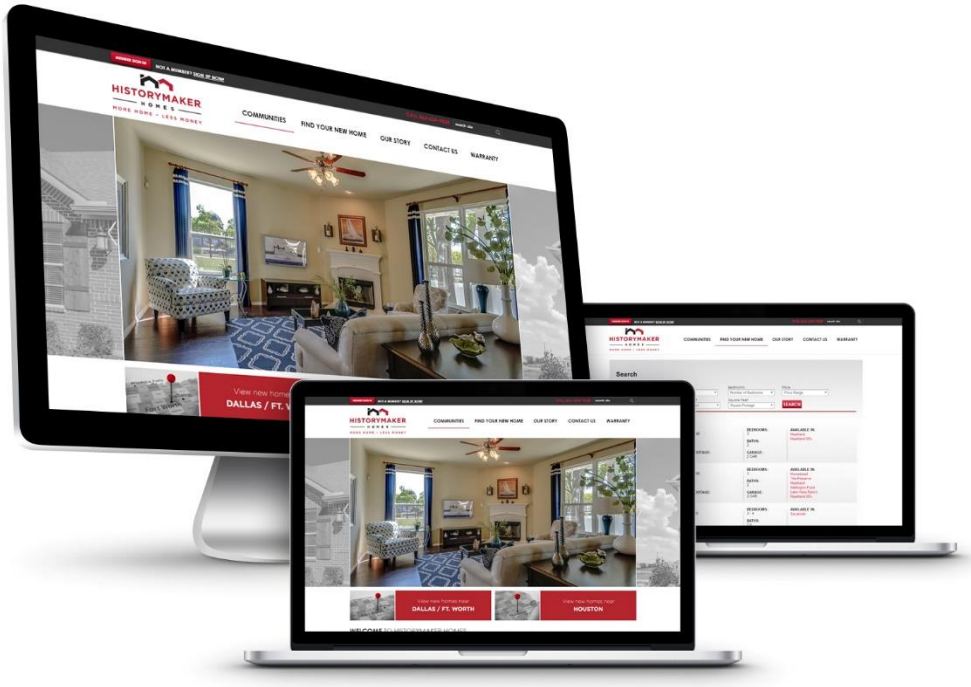
Our Experience

AgFed Credit Union
Your Partner for Life

"

"Americaneagle.com's team helped us quickly build and launch AgFed's new WordPress project, The Preston Davis Foundation. Their communication, experience, and training were key components to making this project successful. Working with them on this project felt like more of a partner experience than just a vendor / vendee one, and we loved it!"

Marketing Manager
Agriculture Federal Credit Union



History Maker Homes • www.historymaker.com

History Maker Homes • www.renditionhomes.com

Mid-America Real Estate Group • www.midamericagrp.com

The Decor Group • www.thedecorgroup.com

BUSINESS MANAGEMENT

EMPLOYEE BREAKDOWN

TONY SVANASCINI
CEO

MIKE SVANASCINI
PRESIDENT

RYAN MCELRATH
CTO

NORB SVANASCINI
VICE PRESIDENT

MIKE CHAPMAN
VP OF STRATEGY

STRATEGISTS
12 Employees

SALES
30 Employees

QA TESTERS
13 Employees

PROJECT MANAGERS
54 Employees

ACCOUNT MANAGERS
36 Employees

SERVER / TECHNICAL
27 Employees

GRAPHIC ARTISTS
17 Employees

FRONT-END DEVELOPERS
42 Employees

PROGRAMMERS
150 Employees

GENERAL ADMIN
12 Employees

DIGITAL MARKETING
14 Employees

Size and Scope

Americaneagle.com offers a broad range of Web services, including web development and design, content management, e-commerce, web hosting, search engine marketing, mobile applications, social media management, conversion optimization, content strategy, search engine marketing, email marketing management and much more. Since 1995, Americaneagle.com has designed and developed more than 12,000+ Websites, Intranets, and online applications for virtually all types of businesses, including small and medium-sized, startups, Fortune 500, professional sports teams, educational organizations and schools, government organizations, and associations. The goal: We are dedicated to providing the highest quality website design, development, hosting, strategic consulting, and post-launch support service available, delivered with pride and excellence. Our success is predicated on the success of our customers, and we strive to meet and exceed their expectations in everything we do.

Americaneagle.com, Inc., was founded as a software development company in 1978. Since 1995, it has been a leading Web design, development, and hosting company. Currently based in Des Plaines, Illinois, Americaneagle.com employs approximately 450 professionals including broad support teams geared to simplify web operations, design and development experts, operational support professionals, and training managers. Americaneagle.com's focus is to provide clients with state-of-the-art web-based technologies to help organizations improve quality, efficiency, and operate more cost effectively. It has offices throughout the country including Chicago, Dallas, Los Angeles, New York, Washington D.C., Milwaukee, and Cleveland. Some of their 12,000+ clients include Beretta, Stuart Weitzman Shoes, American Red Cross, U.S. Youth Soccer, MARS, and International Paper. For additional information about Americaneagle.com, visit http://www.americaneagle.com/portfolio.

Locations

Chicago area
2600 S. River Rd., Des Plaines, IL 60018 (Headquarters)
20 N Wacker Drive, Suite 970, Chicago, IL 60606
1730 Park Street, Suite 121, Naperville, IL 60563

Metro DC Area
901 North Pitt Street, Suite 130, Alexandria, VA 22314
1001 Connecticut Ave NW. Suite 415, Washington DC, 20036

Los Angeles
1800 Century Park East, Suite 600, Los Angeles, CA 90067

New York
275 Madison Avenue, Suite 1901, New York, NY 10016

Milwaukee
3209 W Highland Blvd, Milwaukee, WI 53208

Dallas
1255 W. 15th Street, Suite 1050, Plano, TX 75075

Nashville
3401 Mallory Lane, Suite 200, Franklin, TN 37067

London, UK
131 Finsbury Pavement, London EC2A 1NT

Sofia, Bulgaria
33 Aleksandar Malinov Blvd., 1729 Sofia

Datacenter Locations

Chicago, Illinois
Milwaukee, Wisconsin

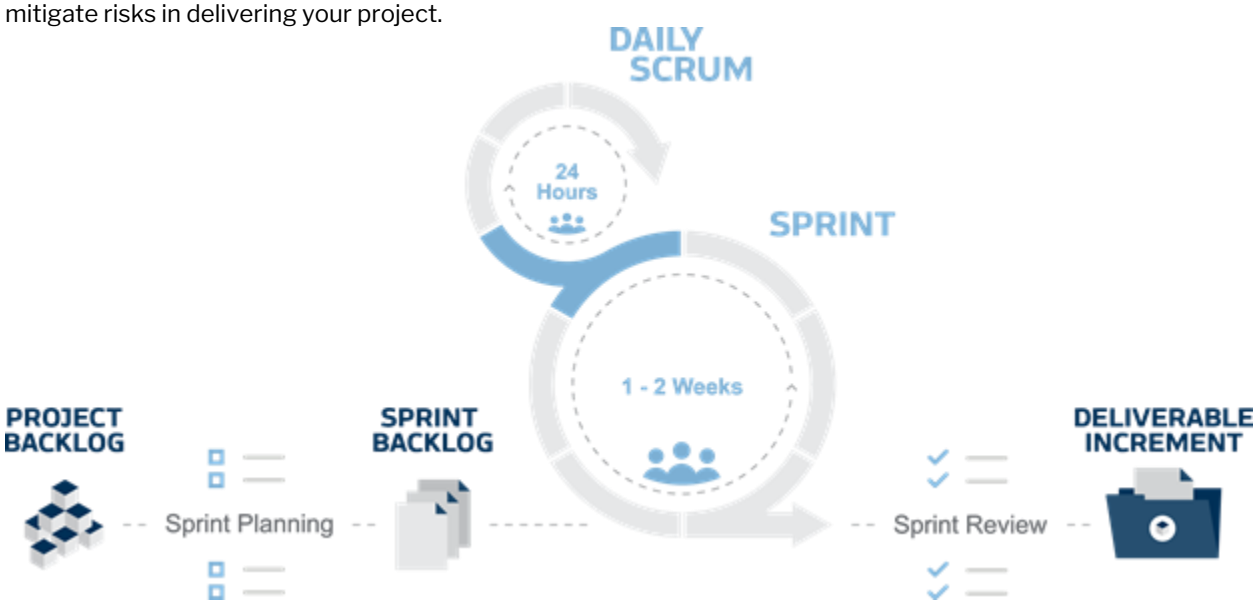
SCOPE OF WORK

A Tailored Implementation for LWSB/GRF

Agile Development Process

Your Americaneagle.com development team will approach your project with our version of the scrum development framework. (Depicted in the image below)

Scrum is a lightweight agile software development framework that has become a favored development approach within many project based organizations. Our key principle is to always focus on frequent delivery and collaborative feedback from your key stakeholders. The best measure of the progress of your project is the delivery of working software. Scrum is an ideal framework for developing and configuring your platform for the specific needs of your organization. Our iterative approach will enable us to better manage and mitigate risks in delivering your project.



Our process will begin with Discovery (Sprint 0). During this sprint, we will collaborate with your stakeholders to develop a detailed and prioritized backlog for your project. We will discuss your audience, business objectives, website goals, key performance indicators and conversions. Discovery will also address design, content, integration, features, configuration and testing as necessary. Your project backlog will consist of user stories specific to your business requirements, configuration tasks, development tasks, and defects.

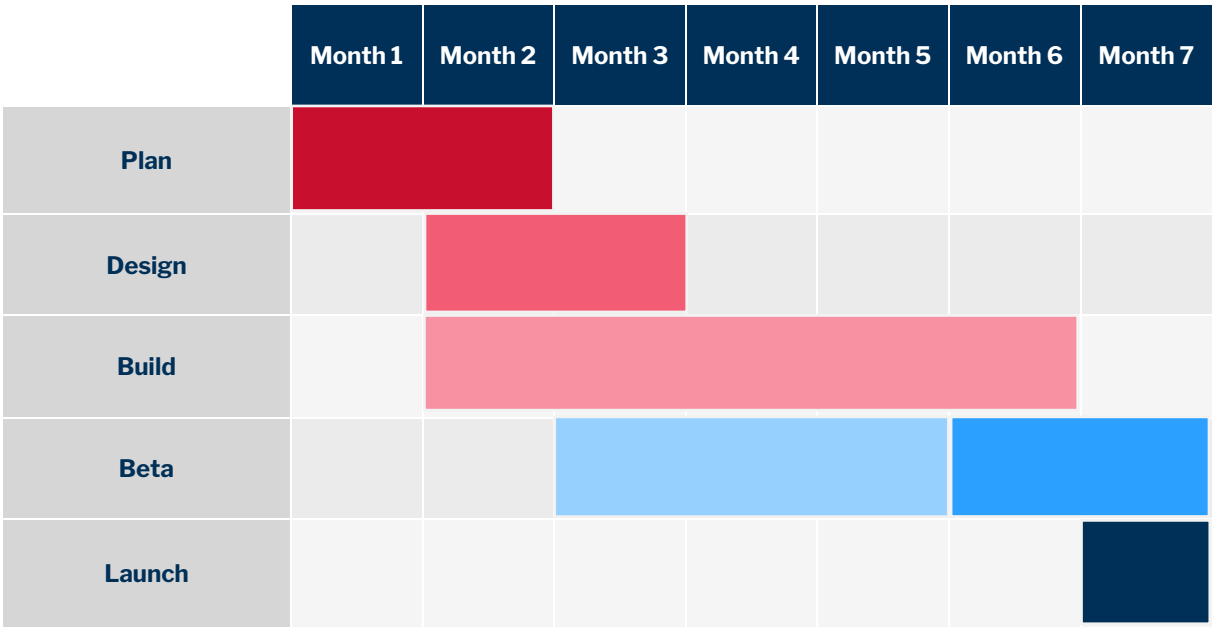
The output of each sprint will contain deliverables that will be presented to your stakeholders during the sprint review meeting. During the sprint review meetings, we will solicit feedback from your team members and incorporate your feedback into the project backlog if appropriate. Typically, each sprint will last 2 weeks. Any lessons learned will be adopted for remaining sprints as part of an effort for continuous improvement.

Our team collaborates internally in our daily scrum meetings. These are 15 minute meetings where our team reviews the status of each requirement and discusses any impediments that must be removed to continue making progress.

Our project management team will relentlessly maintain and update the project backlog to be able to report on the remaining status and timeline at any time.

Scrum Project Timeline

The sample timeline below is presented as a representation of Americaneagle.com's overall process and milestones and expected project plan for LWSB/GRF (based on initial discussions), which is expected to take approximately twenty eight (28) weeks to complete. Additional discovery is needed and the results of which will dictate the overall project plan. Another factor is that LWSB/GRF is timely with their deliverables, approvals, and feedback needed throughout the project. The timeline and tasks for LWSB/GRF will be formalized in the initial project planning stage of the project, based on definition of MVP.



Project Management & Consulting

Approach

Americaneagle.com's approach to managing projects has been refined over the years based on client feedback and as a result, we're continually building the expertise of our team members, which is shared within the organization and leveraged with new projects. Americaneagle.com's project management services are integrated into every phase and service throughout the engagement, ensuring that there is effective communication, that the project stays on task, and that Americaneagle.com resources are able to execute their tasks and deliverables according to the agreed upon methodology and timeline established between all parties.

To navigate the phases of development and manage a successful project, Americaneagle.com adopts the following project philosophies:

Project Success Factors

- Commitment to timely decision making, reviews of deliverables, and sign-off
- Active participation by all stakeholders and subject matter experts
- Completion and dissemination of project deliverables within the timeframe
- Commitment from key content owners to be available to assist with content development & review
- A commitment to manage scope to achieve timelines
- Development of a communication plan that defines how and when information should be communicated
- Coordination of regular status meetings as defined by project stakeholders to gauge the success of the team
- Communication of issues to the project management team will be prompt and escalated where appropriate

Project Techniques

Americaneagle.com will use several techniques to manage the project and communication effectively. These techniques will include but are not limited to the following:

- Create a detailed project plan
- Monitor the progress of the project in relation to schedule and cost by tracking to the overall project plan
- Conduct weekly project status meetings / conference calls
- Distribute weekly project status reports
- Prepare meeting agendas and notes
- Ensure the quality of the project and all Americaneagle.com deliverables
- Identify, track, heighten awareness of and facilitate the resolution of issues
- Manage change requests

Strategy & Documentation

In addition to the above techniques that guide the project, Americaneagle.com starts every project with consulting and planning to ensure that the project is set up for success from the beginning and establishes a reference point for all development work to follow. Initial project meetings held by Americaneagle.com and LWSB/GRF will enable your Project Manager(s) to prepare the following:

Project Charter

The project charter will build a solid foundation for your project and ensure that all project team members are on the same page. Included in this document is:

- Project Team Members / Roles
- Project Overview
- Project Objectives/Goals/KPIs

- Project Tools & Risks
- Communication Plan
- Escalation Procedures
- Scope

Project Plan / Timeline
The project plan outlines tasks for all phases of the project including planning, design, construction, beta, and launch. It will outline the start date, end date, status, and the resources or organization responsible for each task. The project plan is a living document and will be updated during the project. You will see highlights of the updates in the weekly status emails.

Boot Camp Session

A Boot camp session will discuss what your organization's goals are, and how we maximize your resources to best achieve them. Typical topics discussed include digital transformation, technical requirements, usability, business initiatives, improving communications and increasing activity through marketing channels.

To help you determine the best strategy and tactics, two (2) Americaneagle.com team members will sit down with you and your leadership team for eight (8) hours. Based on an intense day-long Boot Camp, we'll develop a Strategic Directional Plan that will best achieve your goals. Americaneagle.com is recommending an in-person session and a total of 45 hours, including necessary pre- and post-meeting time.

Activities & Deliverables
To maximize our time during the Boot Camp, Americaneagle.com strongly recommends your organization, beforehand, outlines your organization, goals, objectives, current and target audiences and vision for the future. Based on this information as well as our discussion, we will develop an actionable, yet aggressive, plan.

Based on our initial understanding, Americaneagle.com believes that it would be best to discuss the project in more detail, including the items listed in the Technical Specifications section of this document.

Key elements of the Boot Camp include:
- Client-provided information that explicitly states the organization's:
  - Overview
  - Goals
  - Objectives
  - Current and target audiences
  - Vision for the future
- Strategic Directional Plan with prioritized tactics to best achieve the foundational document with clearly defined success metrics.

Integration Analysis

This is the detailed analysis of systems that will be communicating with one another, whether for customer data, order information, or product feeds. The strategy will focus on maintaining data integrity, while eliminating dual input and other inefficiencies in the workflow. Integrations can also entail third party systems for tools that increase the ability to manage your business online and communicate with site visitors. This analysis results in an action plan that will be utilized for developing the integration between the identified systems. Americaneagle.com is recommending 60 hours for this phase.

- **Devise Content Migration Plan**
- **System Integrations:**

DELIVERABLES

- **Project Charter**
- **Project Plan**
- **Boot Camp Session**
- **Integration Analysis**

Creative

Great design is more than just aesthetics. We employ thoughtful design to create a meaningful experience for your brand and your audience. Our award-winning creative team brings each brand's personality and positioning to life through compelling, integrated experiences that engage audiences and produce results.

Approach

The foundation of any great design is built through understanding where you're currently positioned and where you want to go. We gather information about your business, your goals, your audiences, and your landscape to create a benchmark that is uniquely yours and for your users. Our main focus is the user. We take time researching your marketing, defining the required content, and mapping UX workflows to ensure the best possible experience for your users. Americaneagle.com uncovers the following:

- **Needs:** What are the project goals? What are the pain points of your current digital experience? What will measure the success of the project?
- **Risks:** What are the project risks? What hurdles do we have to overcome?
- **Brand:** What is your brand about? What are the core values? Are there branding guidelines? What consistencies in current design and marketing do we need to follow?
- **Competitors:** Who are your main competitors? What are they doing well online? What can we do better?
- **Audience:** Who is your target audience? What are their demographics? What are those users trying to achieve?
- **Analytics:** What do the current analytics tell us? What is getting clicked on the most? What are the most viewed pages? Where are users dropping off?
- **Information Architecture:** What is the high-level navigation structure? Where can we improve on it? Does this make sense to the target audiences? What are the most valuable pages for our audience?
- **User Interface:** What are the important elements on the most valuable pages? What are the main calls to action? What are the site shell elements for header and footer?
- **Conversion:** What are the main macro and micro conversions for each of our audience segments? How are we mapping those conversions paths?

Concept Development

With this foundation in place, Americaneagle.com will begin with the creation of a homepage concept. Based on feedback gathered from LWSB/GRF, edits or additional concepts will be created until the homepage design accurately reflects the vision desired by LWSB/GRF and approval has been provided. After approval of the homepage design, Americaneagle.com and LWSB/GRF will select an interior template based on the theme. Americaneagle.com also conducts a creative review internally to ensure that the graphics fully capture all the above information and are aligned with key performance indicators. With both client and internal approvals in place, we finalize the graphic files for cut and front-end development.

Technologies

- Sketch
- Adobe Creative Suite
- InVision: Prototyping and Collaboration Platform

DELIVERABLES

- **Custom Homepage Design (Sketch/InVision)**
- **Key Interior 1**
- **Key Interior 2**
- **Key Interior 3**

- ✔ **Key Interior 4**
- ✔ **Key Interior 5**
- ✔ **Key Interior 6**
- ✔ **Key Interior 7**
- ✔ **Key Interior 8**
- ✔ **Key Interior 9**
- ✔ **Key Interior 10**
- ✔ **General Interior**

Front-End Development

Once the graphic compositions are approved, Americaneagle.com moves into front-end development to produce the website's templates and establish the site's styles, interactions, performance, and accessibility. Americaneagle.com follows industry best practices for front-end development, utilizing the latest well-tested and supported languages and approaches to create functional, efficient, and innovative websites.

Approach

Mobile Up: Americaneagle.com takes a "mobile up" approach to development. Determining what will be the best interface in small screens usually scales well as the browser size increases. This approach prevents sites from becoming overly complex or overly simple in a way that would degrade the user experience on one device or another. Rather, it allows for a site experience that considers all devices and the impacts to the user.

Responsive Design: Americaneagle.com utilizes a fluid responsive grid framework to ensure the website will be viewable in screen sizes from mobile phones to desktop monitors. With the grid framework, content layout can be stacked and as a user increases their browser size the content will flow to fill in the available space.

Progressive Enhancement: Not all browsers support the latest front-end development techniques. As such, progressive enhancement is an important aspect to development at Americaneagle.com, in which we create a simplified experience for the lowest common denominator and layer in modern techniques on top. This approach ensures that the site is fully functional across all browsers, while the experience is enhanced and maximized for users operating on modern browsers.

Performance: Americaneagle.com uses front-end development techniques to improve site performance and download speed. We utilize image optimization, caching, lazy loading, minification, concatenation, and many other load reduction techniques. During discussions and planning we determine which techniques and designs will help with the needs of the site.

Technologies

- HTML5
- CSS3
- JavaScript

WCAG 2.0 and Accessibility Compliance

In the U.S., there are two main accessibility compliance standards for sites of various industries and government levels. For Federal agencies, there are Section 508 regulations, which are amendments added in 1998 to the Rehabilitation Act. For state and local municipalities as well as public accommodations, there is also the Americans with Disabilities Act (ADA) which is enforced by the Department of Justice. There is a fair amount involved with keeping up to date on accessibility regulations and maintaining a long term plan for compliance. In order to help reach those needs, Americaneagle.com will work alongside LWSB/GRF in a joint effort of both parties. Standards wise, to better align with these U.S. and potential international regulations, WCAG (Web Content Accessibility Guidelines) 2.0 A and AA levels will be a focal point for planning, design, and development. If further levels of requirements are needed, Americaneagle.com will scope out the work involved with LWSB/GRF. During the project, a testing plan will also be discussed to help facilitate 3rd party and/or internal QC review.

WCAG 2.0 guidelines fall under 4 main principles: Perceivable, Operable, Understandable, and Robust. There are also multiple levels: A, AA, and AAA. As noted before, Americaneagle.com focus on A and AA guidelines. These concepts and levels dictate many success criteria such as:

- Readable content with sufficient contrast ratios and font sizing
- Properly labeled images and alternative text for media

- The ability to navigate pages, utilize functionality, and traverse layouts without a mouse
- Ways for users to skip redundant navigation
- Correct heading and labeling structures for pages, forms, and data tables
- Error messaging and instructions for functionality to help reduce confusion

*Please be aware that full compliance with the standards above may restrict some of the website's creative flourishes and features. The limitations will be discussed with LWSB/GRF during the early planning stages and during the graphic design phase. Further webmaster content, editor reviews, and business decisions from LWSB/GRF can influence compliance as well. It will be important for LWSB/GRF to plan out content governance and ongoing maintenance aimed towards accessibility during the project. Americaneagle.com cannot make any guarantees about future interpretations of the WCAG 2.0 Guidelines or ADA Accessibility, nor can we provide you with any legal advice regarding current or future matters. If you have any legal concerns, we encourage you to seek competent legal counsel for advice.

Americaneagle.com has vast experience implementing compliant sites from organizations like LWSB/GRF, to the federal government, including the development project for www.whitehouse.gov.

Americaneagle.com will devote up to 120 hours towards implementing WCAG 2.0 AA recommended coding.

Should it become evident that more time will be necessary to complete the work, your Project Manager will let you know as soon as possible and will provide a quote to complete the remaining work at that time.

Additional work will be billed at $200 USD per hour.

CCPA Compliance

Americaneagle.com shall act as your Service Provider as defined under Section 1798.140(v) of the CCPA. On your behalf, Americaneagle.com shall only process consumer information disclosed by you in accordance with the business purposes specified in the applicable written contract, proposal, or statement of work. Americaneagle.com shall not retain, use, or disclose any personal information it receives from you for any purpose other than for the specific purpose of performing the services specified in your contract, or as otherwise permitted by the CCPA, including retaining, using, or disclosing the personal information for a commercial purpose other than providing the services specified in the applicable contract.

Americaneagle.com to provide up to 40 hours to consult and deliver CCPA-related services.

DELIVERABLES

- **Stylized Alpha Website**
- **Up to 120 hours toward WCAG 2.0 AA recommended coding**

Technical Specifications

Americaneagle.com will implement and configure WordPress for LWSB/GRF. The following are the anticipated configurations that will be required to support LWSB/GRF's business goals either through standard WordPress configurations or through front-end development configurations, plugin setup, and/or custom development. The chart below defines the technical scope of work for this project and the level of effort. For additional information regarding the WordPress platform please visit https://wordpress.org/.

Level of Effort

- **Core Setup**: Included with a standard fixed bid website implementation on WordPress
- **Configuration**: A configuration of the platform to support a specific requirement for LWSB/GRF
- **Plugin Setup**: Connection of a plugin to extend the native WordPress functionality
- **X Hours**: A defined allotment of hours to be allocated towards the task identified

FEATURE	NOTES	LEVEL OF EFFORT
Template Implementation	Installation of page templates into the WordPress Platform	Core Setup

Content Types	• Pages
	• Media
	  ○ Images
	  ○ Videos
		Core Setup

Content Search	• WordPress Search	Core Setup
Forms	• Setup of Contact Us form utilizing Gravity Forms plugin	Core Setup
Google Analytics	• Google Analytics tracking code	Plugin Setup

Yoast SEO	• Americaneagle.com will implement the Yoast SEO plugin and follow coding best practices:
	  ○ Crawlable Pages
	  ○ Auto-Generated Title Tags and Friendly URLs
	  ○ H1 & H2 Tags
	  ○ Meta Descriptions
	  ○ Sitemap
	  ○ Robots.txt
	  ○ 301 Redirects
		Plugin Setup

Wordfence	• Enhanced security features	Plugin Setup
All-in-One Migration		Plugin Setup

	• Create backups on the fly, as well as to migrate a site live, or to pull a copy down from live to refresh a design/updates site.	
EPS 301 Redirects	• Allows creation of 301 redirects within WordPress admin.	Plugin Setup
Resize Image after Upload	• Automatically resizes images (JPEG, GIF, and PNG) when they are uploaded to within a given maximum width and/or height to reduce server space usage.	Plugin Setup
Simple Sitemap	• Adds a dynamic front-end sitemap to any page, via shortcode.	Plugin Setup
Toolbar Publish Button	• A small UX improvement keeps Publish button within reach and retains the scrollbar position after saving in WordPress admin.	Plugin Setup
Content Migration/ Page Layout	All content and files such as copy, photographs, and branding materials should be delivered to Americaneagle.com in digital format (MS Word, MS Excel, .JPEG, etc.) at the outset of this project. This will conserve development time and ensure the website is completed on schedule. Americaneagle.com will perform up to 40 hours of content-migration for LWSB/GRF although additional services can be contracted outside of this allocation if needed. All databased content for the website will be uploaded by LWSB/GRF through the CMS after training or after the site goes live. The Project Plan will include details regarding specific file format and delivery requirements.	Up to 40 Hours

Other Project Inclusions – as Outlined in the RFP Document

RFP COMMENT	NOTES	LEVEL OF EFFORT
Support Online Services	From Nataly; Selling tickets for concerts and events, submit pay for classified advertisement	Set-up and Configuration
Develop Residential Portal to Integrate with HOA Services and Functionality	From Nataly: In the future we would like to have the ability to integrate with the 3rd party system where residents can pay their rent or bills online	**Out of Scope** – Phase II Item Additional Discovery Needed
Implement Electronic Workflow for all Proposed Web Postings for Approval and Promotion	From Nataly; Super Admin User that can edit but not publish, User that can publish Americaneagle.com to implement the two workflows above an one additional level	Set-up and Configuration
Redesign Website According to the Leisure World Audience Age and Needs (55+)	See WCAG 2.0 and Accessibility Compliance section above	Set-up and Configuration
Multi-lingual Content Integration with Website Content Translation Capabilities in up to Five Languages	• Americaneagle.com to integrate functionality from partner Weglot	Set-up and Configuration
Software Development Kit – Ability for IT Department or Outside Vendor Create Custom Pages and Content Within the Site's Templates To Facilitate Integration of Other E-Services Software such as GIS, Permitting, Online Bill Payment, etc.	Assumes any personnel LWSB grants access will utilize the core out-of-the-box functionality available via the site's admin panel can use Americaneagle.com does not recommend LWSB or approved personnel perform integration with any other services or applications. If they do, they are doing so at their own risk.	Set-up and Configuration
Global Search Function to Index an Search all uploaded PDF Documents and Inside Documents	WordPress native search does not search within the contents of uploaded PDF documents	Set-up and Configuration
Active Directory Authentication Integration	Not recommended due to high costs; if needed, would like to explore alternative solutions to contain costs	**Out of Scope**
Install and Configure Website CMS Software on GRF's Server	Not recommended due to security and site performance ramifications Americaneagle.com will assume the site will be hosted at WPEngine, which is an internationally-respected WordPress-only hosting facility	See Hosting in Investment Section

Consult with GRF Staff to Determine What Existing Systems can be Integrated in the New Portal as a Service to Residents	Additional Discovery Needed	Set-up and Configuration
Integrate Dedicated Spaces for Placing Advertising Content	From Nataly; would like automated content and possibly 1-3 slots to offer to advertisers	Set-up and Configuration
Provide for Full Integration with Existing Company Applications Currently in use and Provide for an Easy Integration with Future Applications	Additional Discovery Needed	Set-up and Configuration
Residential Services Portal Integration	Additional Discovery Needed	Set-up and Configuration
The Site Must Display Correctly in all Versions for Major Browsers. E.g. IE, Firefox, Google Chrome, Opera, Safari, etc.	See Browser Compatibility section of this document	As Defined in Browser Compatibility Section of this Document

Plugins

To support the functionality of the LWSB/GRF website, additional features are required beyond what WordPress includes out of the box. This functionality is supported by plugins that extend the WordPress framework, which may require fees that LWSB/GRF is responsible for, which could include:

PLUGIN	FEE	PLUGIN	FEE
Google Analytics	Free		
Gravity Forms	Free		
Yoast SEO	Free		
Wordfence	Free		
All-in-One Migration	Free		
EPS 301 Redirects	Free		
Resize Image after Upload	Free		
Simple Sitemap	Free		
Toolbar Publish Button	Free		

Purchase & Procurement of Plugins

The plugins that are listed above with associated costs are considered premium plugins, which must be purchased from a 3rd party developer or marketplace. Often, the purchase of plugins results in the issuing of an activation key or serial number from the developer that provides extended access to future plugin updates as well as support from the 3rd party, if needed.

Maintaining access to future plugin updates will be highly beneficial to LWSB/GRF as scheduled plugin updates maintain compatibility with WordPress core updates as they are released, as well as functionality enhancements.

To ensure that LWSB/GRF always has access to these updates and therefore a more seamless WordPress experience, your project manager will help LWSB/GRF with the purchase of the required plugins so that they are officially registered under ownership of LWSB/GRF.

Estimated Plugin Budget - $300

For websites that require expansive functionality, Americaneagle.com will include an estimated plugin budget in the investment table of the project proposal. The total estimated plugin budget is not a cost that is billed with the project, but is included only as a preemptive notification to LWSB/GRF, that during the course of the project build, additional plugins may be needed in order to add functionality, or modify existing functionality in a custom capacity.

If the need arises during the project for an extra plugin or extension of a plugin, the project manager will notify LWSB/GRF of the requirement and request that it be purchased by LWSB/GRF with the plugin budget for use in the project.

Testing & Training

Testing (Quality Control)

A series of tests are conducted by Americaneagle.com for every web application. These tests come in several phases, but can also be performed concurrently:

- The development team that implements your project and the project manager will perform tests. These tests verify that each of the site's main functions works correctly, that all aspects of the project plan have been implemented and function correctly, and that all areas of the site are finalized.

- The Quality Control team reviews the site. The quality control team uses a customized test plan to test each field and function of the site looking for bugs, errors, broken links, and missing or incorrect information. After the reported issues are fixed, each issue is retested by the QC team for final verification. Specifically, several different types of testing are used:
  - **HTML & Design Review:** This type of testing involves comparing the approved graphic designs to the HTML templates and completed front end.
  - **Cross Browser:** This is a process to test web applications across multiple browsers to ensure compatibility.
  - **Functional:** This includes test cases based on the specifications for each component and is typically based on the requirements documentation. These tests also confirm which conversions can be completed.
  - **CMS:** This type of test focuses on the back end of the website. The project manager will provide the QC team with further direction based on the project's needs.
  - **Responsive / Device / Mobile:** This includes testing across different devices and different screen sizes to make sure the front end functions as expected.

DELIVERABLES

- ✔ **Updated Alpha or Beta Site**

Training

This proposal includes 10 hours to be used towards training related to the project and the individual client's unique needs.

With this training budget, the PM and client will work to determine how the hours should be used to best suit the client's needs. In developing the training plan, PMs will consider the ability levels of the user groups, the optimal timing for training, and the immediate goals for maintaining the website. The PM can make best practices recommendations for how the hours are utilized.

Training Sessions
Training sessions can be held at Americaneagle.com's office (Des Plaines, IL), the client's offices (travel fees may apply) or via web demo. These training sessions can also be recorded and provided to the client.

Process Documentation and Screencasts
Americaneagle.com can provide written materials such as user manuals and demo screencasts, which are specific to the client's content and implementation.

DELIVERABLES

- **Training Session(s), Training Documentation and/or Screencasts Videos**

General Expectations & Assumptions

Browser Compatibility

In the development of your site, Americaneagle.com will establish compatibility with multiple browsers and multiple platforms. We will design and test the new site in the latest vendor supported browser version at the time of launching your site, including IE 11. Additional browsers or browser updates can be added at an additional cost. Specifically, this will include:

BROWSER COMPATIBILITY	
Mac	**PC**
• Chrome • Safari • Firefox	• Chrome • Internet Explorer 11 • Firefox • Edge

Supported Devices:
Americaneagle.com will design and test the responsive site for optimization in the following device versions:

- Latest version of Safari and Chrome at time of site launch available on the latest version of Apple iOS on the iPhone and iPad.
- Latest version of Chrome, Firefox and Native Browser (if available) at the time of site launch available on the latest version of Android OS on phone and tablet.

Image Use

It is the responsibility of the client to provide images and other digital assets for use on the website. It is the client's responsibility to obtain proper permission to use any images provided to Americaneagle.com. Logo development and image manipulation are not included as part of this proposal.

Stock Photography

If LWSB/GRF does not have imagery readily available for your new website, stock photography can be used. If needed, we will include 3 hours of stock photography research within the scope of this project. If desired, Americaneagle.com's design team can do additional stock photography research for you at a rate of $150/hour. Our design team will do the research and present photography options that you can select from for use on your website.

Equal Opportunity Employment

Americaneagle.com maintains our healthy working environment by adhering to our policy to provide equal employment and individual opportunity to all job applicants and employees without regard to race, color, religion, sex, age or national origin. Americaneagle.com is committed to the provisions outlined in the Equal Opportunity Clauses of Executive Order 11246 (41 CFR 60-1.4), section 503 of the Rehabilitation Act of 1973 (41 CFR 60-741.5(a)), section 402 of the Vietnam Era Veterans Readjustment Act of 1974 (41 CFR 60-250.5(a)) and the Jobs for Veterans Act of 2003 (41 CFR 60-300.5(a)), as well as any other regulations pertaining to these orders.

SSL Certificate

The implementation of a SSL certificate will be involved in this project. The certificate will be an additional cost. While it is important for you to register this in your name so that you are the legal owner of it, please keep in mind that we will handle the paperwork to make it easier for you.

Content Delivery

As a part of the project development process, and the pursuit of a fully furnished and complete website, the website must undergo thorough testing by the Americaneagle.com quality control team, for which the importation of LWSB/GRF's content is a prerequisite requirement.

As such, the delivery of content from LWSB/GRF will be an integral component to the project preserving an efficient and speedy path leading up to launch. During the project process, your project manager will assist you with the planning of content importation and will provide you with milestone due dates for the delivery of content to Americaneagle.com. The particular milestones provided will be defined based upon the desired launch date of LWSB/GRF as well as the size of the project.

Although Americaneagle.com will be as flexible as possible, if the content delivery milestones are not met, the project schedule will be subject to adjustment and the website shall be deemed as an "alpha release." Should LWSB/GRF wish to redevelop their content during the project, your project manager can provide you with additional information on Americaneagle.com's professional content writing services.

Alpha & Beta Site Releases

As the project progresses, and the website designs and functionality undergo development, the website will fall into one of two classifications for which the defining variable is the aforementioned delivery and presence of content:

- Alpha Website: A website that is classified as an "alpha release" is one in which the website templates are fully skinned and all functionality is constructed to the best of our ability, but without the presence of the client's final and complete content (copy, images, data). Instead, an alpha release of a website utilizes placeholder content in place of the final and intended content.

- Beta Website: A website that is classified as a "beta release" is one in which the website templates are fully skinned and all functionality is constructed, and the client's final and complete content has been provided to Americaneagle.com and imported into the appropriate areas of the website.

Atlassian Project Management Tools

Americaneagle.com provides clients with powerful and transparent project tracking through access to our project management tool (Jira) and also provides collaborative project documentation and communication tailored to our client's needs through a documentation hub (Confluence). For the duration of your project, one user license will be included. Your project manager will work with you to determine if additional licenses are necessary.

Project Hours

Within the scope of this project, Americaneagle.com is allocating up to 830 hours to carry out the project. While we believe this to be an accurate estimate based on our previous experience, your project manager will keep you updated on the progress of the project. Should it become evident that more time will be necessary to complete the desired scope, your Project Manager will let you know as soon as possible and will provide a quote to complete the remaining work at that time. If any hours remain unused they will be added to LWSB/GRF's retainer to be used for future work.

SUPPORT

Ongoing Services to Maintain & Grow Your Organization

Post-Launch Support

Client Services Team

To support your evolving online needs, Americaneagle.com offers our clients efficient and timely support services through our Client Services Team's Support Program. The Support Program enables Americaneagle.com to allocate a consistent bucket of hours each month to be used by LWSB/GRF for a myriad of support services – from designing new banner ads, implementing new site features, making database changes, and more. Support hours can be used for any Americaneagle.com service, including:

- Strategy & Consulting
- Graphics
- Technical Support
- Account Management
- Content
- Analytics
- Training
- Programming
- And More

Key Benefits

Here are some of the key benefits of the Support Program:

Budgeting: Not only is the Support Program offered at a reduced hourly rate, it is easier for LWSB/GRF to budget web development expenses if it is fixed from month to month.

Scalability: The Support Program can be scaled up or down depending on demand over time. This initial hour allocation is based on expected need.

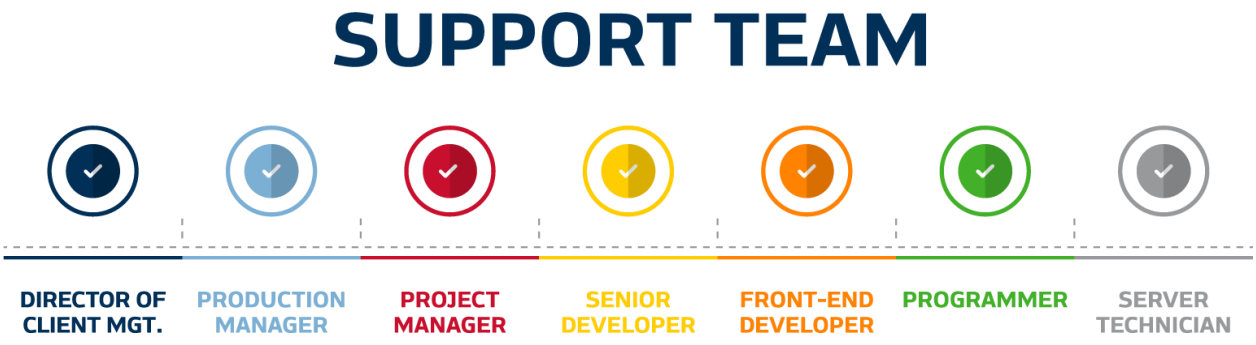
Timing: Because we know that LWSB/GRF will be investing in these support hours every month, we are able to allocate sufficient resources to guarantee timely implementations.

Quoting: Formal quotes will not be as necessary as many upgrades will simply be requested on an as-needed basis. However, larger projects that require a team of experts will require a separate quote.

Talent: Some of our most skilled programming staff is dedicated to our Client Services Team to ensure that we are providing the highest quality of service as your site evolves and grows over time.

Support Hours

LWSB/GRF's Support Program will include five (5) hours per month. This is a rolling block of time that will accrue and roll over month after month. The support hours do not expire. If more work is needed after the allotted time, Americaneagle.com's staff will complete the work at the standard rate of $150 per hour. Large projects may require a separate proposal and additional fees.



Managed Shared Hosting (Post-Launch)

Advantages of Americaneagle.Com + WP Engine Hosting Services

- Faster load time and better conversion opportunities with proprietary EverCache.
- Always-on site performance with strong uptime and resilience against failures.
- PCI Compliant
- Performance protection with redundancy at load-balancing, web, storage, and DB layers.
- Enterprise-grade security with isolated network architecture, secure backups, monitoring, and disaster recovery measures.
- Supported by the Google hardware infrastructure.
- Automated nightly backups for peace of mind and one click site restore.
- Development agility with integrated production and development environments for one click code deployments.
- HTTP/2 support for performance and SEO Optimization

Americaneagle.Com Clients Currently Hosted at WP Engine

- Chicago Style Weddings
- Huddle for Care (American Hospital Assoc.)
- American College of Dentists
- Manhattan Island Coffee
- Kendall College
- Potomac River Running
- Jones Medical
- And many more…

Top Tier Performance, Unmatched Reliability

Americaneagle.com has recently partnered with WP Engine to bring its WordPress customers enterprise level hosting performance at an affordable, modest price. WP Engine powers superior digital experiences for over 500,000 websites in 136 different countries. It is the world leader in managed WordPress hosting. The managed hosting platform provides performance, reliability, security, and scalability that Fortune 500 brands across the globe trust and rely on to power their businesses and engage their customers.

Fast Code Deployments & Developmental Agility

Americaneagle.com selected WP Engine as a partner because of their adaptive nature and ability to provide our developers with the agility they need to keep your website up to date in a fast paced environment. The hardware that powers the hosting platform resides in the Google Cloud Platform and Amazon Web Services infrastructure. To take things a step further, WP Engine optimizes the AWS and GCP platforms specifically for blazing fast WordPress performance so that developers can spend more time enriching UX and UI, and less time worrying about performance.

Usage Expectations and Assumptions

As a part of your WP Engine shared hosting experience, you will be equipped with a Content Distribution Network (CDN) to assist with speed and performance optimization. Depending on your marketing efforts and digital presence, it is not uncommon to experience traffic spikes and heavy bandwidth usage as result of high visitor activity.

In the event that your website utilizes bandwidth usage exceeding a limit of 20GB, you will be charged at a rate of $0.15 per 1GB used.

INVESTMENT

Investment

ITEM	RECOMMENDED	ONE TIME COSTS	RECURRING COSTS
Design, Consulting & Implementation		$124,500	N/A
Estimated Plugin Budget*		$300	
WP Engine Hosting (Shared)		N/A	$75 / Month
SSL Certificate		TBD	TBD
Post-Launch Support (5 Hours / Month)		N/A	$750 / Month

TOTAL INVESTMENT	$124,800	Per Above

Travel Expense

Americaneagle.com has not budgeted any non-refundable travel expenses related to this project. Any travel expenses will be billed to LWSB/GRF, as long as said travel and expenses are pre-approved by customer.

*Americaneagle.com requests that LWSB/GRF purchase the required plugins for this project per the overview of the plugin purchasing process outlined in the Technical Specifications section of this proposal. Americaneagle.com is recommending a plugin budget to LWSB/GRF to be used in the event that plugin features need to be modified or extended during the project process. The estimated plugin budget is not billed with the project; an overview of its scope of use is detailed in the technical specifications of this proposal.

Terms & Warranty

PAYMENTS	PAYMENT MILESTONES
50% of Total Amount Due	Upon Contract Signing
Remaining 50% of Total Amount Due	Upon Presentation of the Alpha Test Site or Upon 30 Days After Presentation of the Beta Test Site

In the event that LWSB/GRF has not accepted or provided feedback or required deliverable(s) on the beta test site within any sixty (60) day period after presentation of the beta test site, such beta test site shall be deemed accepted as of the sixty-first (61st) day.

A payment processor fee of 3% will be assessed to all transactions for any payments made by credit card or debit card. For ongoing monthly charges, Americaneagle.com will establish an ACH (electronic payment) withdraw or a monthly credit card payment with you.

All information, logos, addresses, pictures, domain names, and website are property of LWSB/GRF. Americaneagle.com will provide LWSB/GRF with a perpetual, royalty-free license to any programming code created by Americaneagle.com, with the exception of the Broadcast Email System and the Hawk Search Tool. This allows LWSB/GRF to continue to use the code, even if no longer an Americaneagle.com client; however, LWSB/GRF may not resell the source code to other companies or web developers.

Limited Website Warranty

Upon launch of your website, your website will be covered under a ninety (90) day limited warranty. The limited warranty provides assurance that the web application will meet its functionality specifications, as set forth in the approved project document(s). This limited warranty covers any bugs (programming errors) reported to Americaneagle.com within ninety (90) days of the site launch date; any bugs reported within this time period will be fixed at no additional charge to the client. After the ninety (90) day limited warranty period is over, all bugs, web application changes and improvements, web application support, consulting and system analysis, and additional training is billable work and will be deducted from your Support retainer or is subject to charge at Americaneagle.com's standard hourly rate. Please note that any issues that arise due to bugs in 3rd party plugins are not part of Americaneagle.com's warranty. You can contact support within each of the 3rd party plugins to resolve these issues. Customer may choose to obtain WordPress plugins that are provided or supported by third parties ("Third-Party Service") for use with the web site. Americaneagle.com will provide you with a list of plugins for approval as the project moves forward. Customer assumes responsibility for any Third-Party Services that are provided pursuant to the terms of the applicable third-party license or separate agreement between the licensor or the Third-Party Services and Customer. Third-Party Services are provided "AS IS" and for Customer's convenience only.

This limited warranty is limited to the functionalities and features of the web application, as defined by the approved project document(s). Any changes requested outside the scope of the approved project document(s) will be subject to additional charges. Any bugs with third party products (including: servers, database integration, software, and plug-ins) that are determined to be the error of the third party are not covered under the limited warranty and are subject to additional charges.

The right to this limited warranty is forfeit if the website or the codes are accessed by the client or any third party company. This limited warranty will not be honored if any payments are overdue.

AMERICANEAGLE.COM MAKES NO EXPRESS OR IMPLIED WARRANTY, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTY OF QUALITY, PERFORMANCE, MERCHANTABILITY OR FITNESS FOR ANY PURPOSE, WITH RESPECT TO ANY SERVICES PERFORMED OR ANY GOODS INCLUDING, BUT NOT LIMITED TO SOFTWARE, DEVELOPED HEREUNDER. AMERICANEAGLE.COM SHALL NOT BE LIABLE TO CLIENT OR ANY OTHER PARTY FOR ANY DAMAGES, EXPENSES, FEES OR LOSSES (LOSSES) ARISING AS A RESULT OF THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, WHETHER FOR WORK PERFORMED, GOODS OR SERVICES DEVELOPED, OR OTHERWISE WHICH ARE IN THE AGGREGATE IN EXCESS OF THE APPLICABLE AMOUNT OF FEES ACTUALLY PAID TO AMERICANEAGLE.COM BY CLIENT WITH RESPECT TO THE ASSIGNMENT RESULTING IN SUCH LOSSES. IN NO EVENT SHALL AMERICANEAGLE.COM BE LIABLE TO CLIENT OR ANY OTHER PARTY FOR ANY INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES OR LOSSES, INCLUDING BUT NOT LIMITED TO LOST PROFITS, ARISING FROM OR RELATED TO ANY SERVICES PERFORMED OR GOODS DEVELOPED PURSUANT TO THE AGREEMENT.

Contract Acceptance

Name

Signature

Date

APPENDIX

Partner Recommendations

SSL Certificate

An SSL, or a Secure Sockets Layer, is a security technology that creates an encrypted link between client and server and blocks hacker interference during transactions involving transfer of private information. It ensures confidential information, including credit card numbers, login credentials, and social security numbers, is safely transferred by establishing a secure link between browser and website, mail recipient and mail server, and the like.

Symantec www.symantec.com	1 year	2 year
Secure Site	$399	$695
Secure Site Pro	$995	$1,790
Secure Site w/EV	$995	$1,790
Secure Site Pro w/EV	$1,499	$2,695

GeoTrust (owned by Symantec) www.geotrust.com	1 year	2 year
True Business ID	$199	$348
True Business ID Wild card	$599	$1049

Website Design Proposal | January 31, 2020

ABOUT KOBE DIGITAL

Data-driven, cutting edge campaigns

Leading expert in B2B marketing

Diverse team with decades of experience

Headquarters in Los Angeles, CA

Leisure World Seal Beach, CA

KOBE DIGITAL'S INDUSTRY LEADERSHIP

Forbes

Entrepreneur MAGAZINE

TECHCO

THE HUFFINGTON POST

UpCity EXCELLENCE AWARD WINNER 2019

UpCity Top Digital Marketing Agencies UpCity Certified Partner 2019

TOP DIGITAL MARKETING Clutch AGENCIES 2019

TOPSEOs #1 Programmatic Marketing

DAN DIGITAL AGENCY NETWORK

KOBE DIGITAL'S CERTIFICATIONS & PARTNERSHIPS

Google Partner

BIGCOMMERCE Partner

shopify experts

Bing Partner

KOBE DIGITAL'S CLIENTS

WASH

CGEAR
SAND-FREE LIFE

Leica

GLASSMAN
MEDIA

FOX
RENT A CAR

HL
badminton

APP

CIDER
in love

THE CENTER FOR
ElectionScience

Admitad

CARMAR

1INK.com

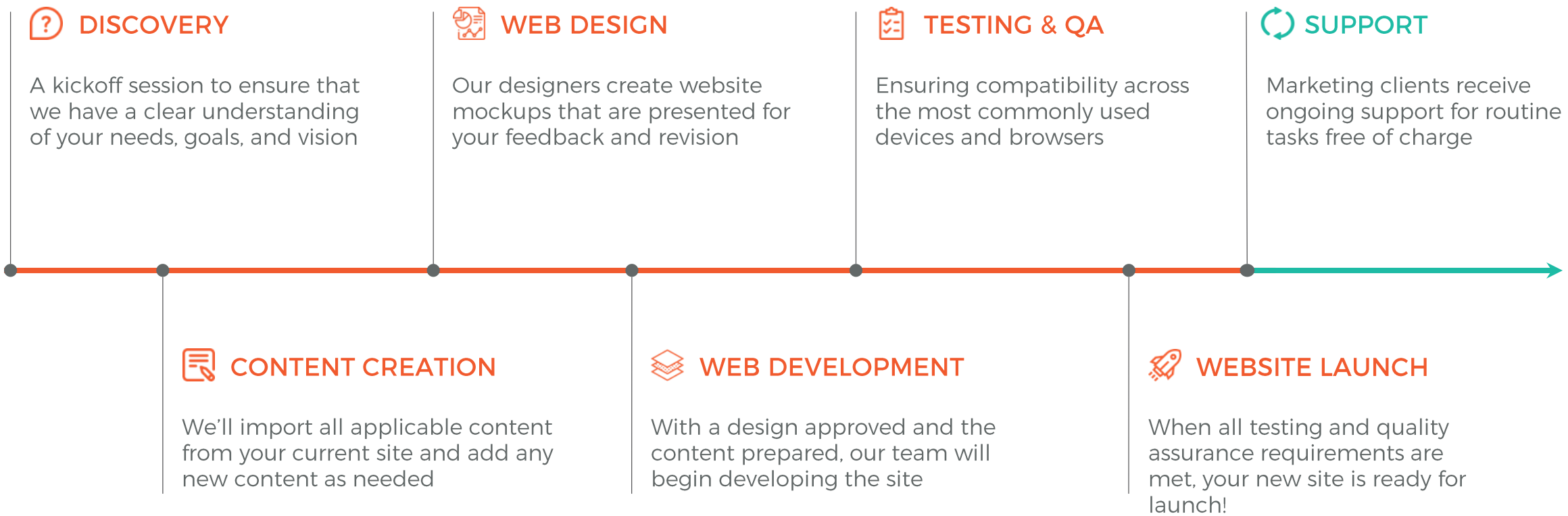
YOUR OBJECTIVES

Clean, user friendly website design to create experience for current residents vs. new residents

Easy to read, ADA compliant website design reflecting brand imagery

Ability for internal team to easily make changes, update content, etc.

KOBE DIGITAL'S WEB DESIGN PROCESS



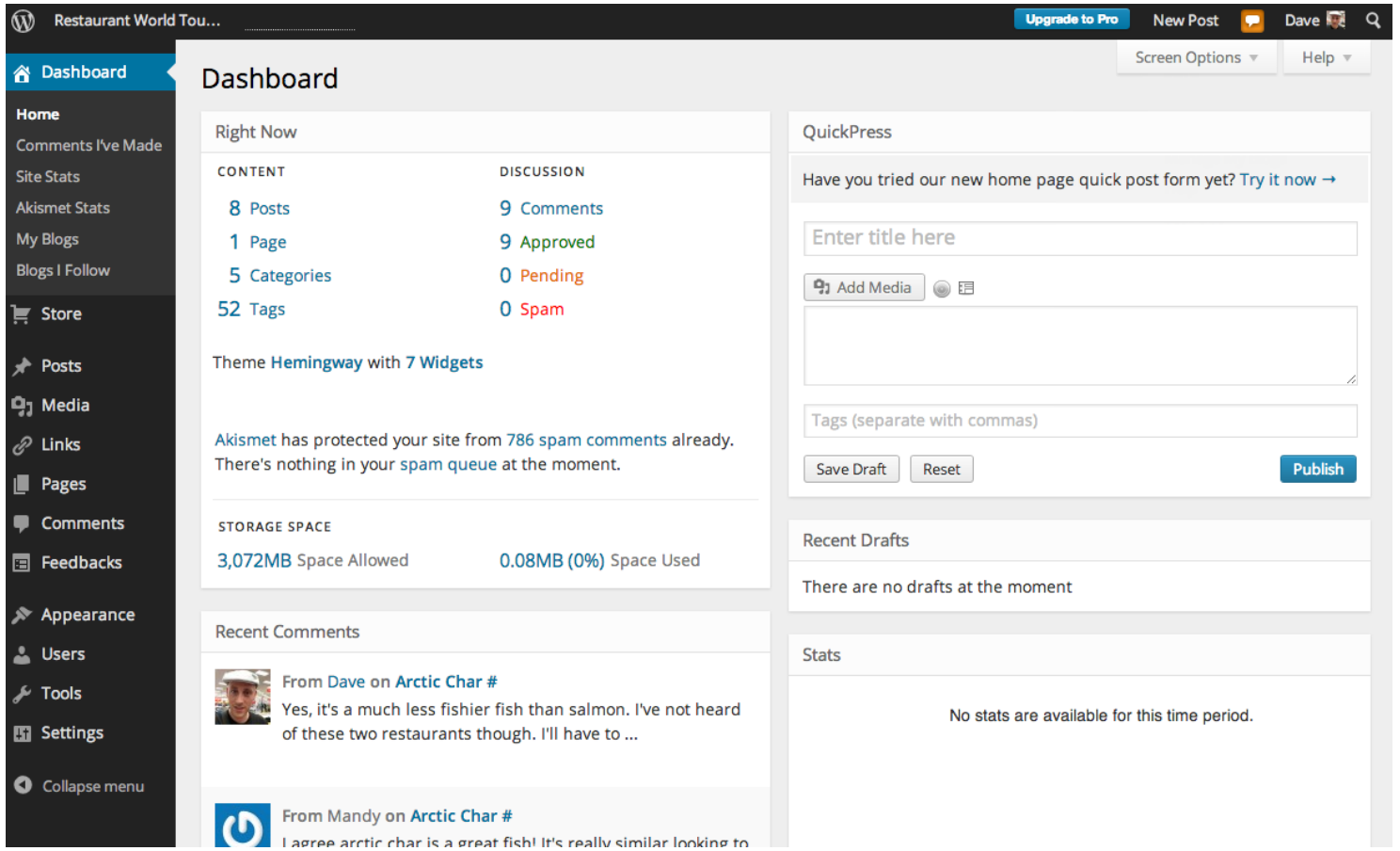
STREAMLINED CONTENT MANAGEMENT

DESIGN REQUIREMENTS

- Ability for Marketing Director to post new content, make updates to existing content, check analytics, and share content via social media
- Ability for Marketing Assistant to review analytics
- Ability for Sales Team to share blog content with prospects and subscribe prospects to email lists

PROPOSED SOLUTIONS

- WordPress CMS for intuitive, user-friendly content management
- Integrated blog functionality to be updated by Marketing Director and leveraged by Sales Team



Leisure World Seal Beach, CA

A COMPREHENSIVE SOLUTION

EASY NAVIGATION

- Fully customized site redesign on WordPress CMS
- Clean and easy to navigate redesign
- Inform users quickly
- Customized experience based on if they are a current resident or prospective resident

SITE STRUCTURE

- Current residents will focus on events, news, information on the community
- Prospective residents will focus on conversion optimized pages to drive lead into conversion, unique selling propositions, etc.
- Design focused on target audience being aged 55+, visual problems, etc.

TECH REQUIREMENTS

- Security & authorization
- Custom forms dependent on need
- Master calendar integration

AN INTEGRATED STRATEGIC PARTNER

DESIGNER
Eye catching, memorable ad creative with rich visuals and engaging imagery

SOCIAL MEDIA ANALYST
Media buying, campaign design, audience research, split testing

SEO SPECIALIST
Content creation, keyword research, link building, publisher outreach

PROJECT & ACCOUNT MANAGERS
Senior-level team leads acting as your point of contact

COPYWRITER
Expert copywriting that captures attention and communicates your value proposition

PAID SEARCH SPECIALIST
Keyword research, day-to-day bid monitoring, ongoing optimization

WEB DEVELOPER
In-house landing page development, tracking code installation, and more

YOUR WEB DESIGN INVESTMENT

DELIVERABLES

- Project initiation & planning
- Fully customized site design
- Content writing
- WordPress CMS
- Fully responsive design
- Mobile speed tested
- Desktop speed tested
- All forms included
- Search functionality
- Compatible on all browsers
- On-page SEO best practices
- Residential services portal
- New resident service portal
- Conversion optimized pages
- Master calendar functionality
- Quality assurance testing
- 30-day warranty
- 9 page mockups
- CMS training recorded for team to make changes

$30,000

TERMS & CONDITIONS

- All intellectual property produced during the project will belong solely to the client; all assets will be designed for independent ownership and management by the client following project completion.
- The total price quoted for web design & development services includes a 30-day warranty. Any component of the website that does not function as intended is eligible for troubleshooting and repair at no additional charge if identified within 30 days of final product delivery.

ADA COMPLIANCE INVESTMENT

MANUAL TESTING

- ADA compliance testing stack
- Disability testers
- WCAG 2.0/2.1 AA best practices
- Audit results & reporting
- Jira integration
- Double-pass approach
- Feedback & recommendations
- Team collaboration

$200/per page

ACCESSIBILITY OVERSIGHT

- WCAG 2.0/2.1 AA best practices
- Feedback & recommendations
- Team collaboration
- Ad Hoc ADA compliance services as needed
- Conference calls
- Online team meetings
- Documentation
- Website accessibility statements

$200/hour

TERMS & CONDITIONS

- All intellectual property produced during the project will belong solely to the client; all assets will be designed for independent ownership and management by the client following project completion.
- The total price quoted for web design & development services includes a 30-day warranty. Any component of the website that does not function as intended is eligible for troubleshooting and repair at no additional charge if identified within 30 days of final product delivery.

revize. The Government Website Experts

PROPOSAL FOR

Leisure World Seal Beach, California

Prepared by Thomas J. Jean - Thomas.Jean@revize.com
Ph: 248-269-9263 x16 Fax: 866-346-8880
www.revize.com January 10, 2020

Dear Leisure World Seal Beach,

Thank you for considering Revize as your web development partner. For nearly two decades, Revize has been a leader in providing high quality, government-compliant web solutions. A myriad of industry awards and hundreds of satisfied clients stand as testament to the quality and value of our work.

Every member of the Revize team understands that your website is more than a website. It's a valuable resource that can help you build a better community.

Visitors are drawn to websites that are appealing yet functional, user friendly with a plethora of services, and accessible on a wide range of devices. A Revize website will allow your residents and businesses to easily fill out and submit documents, review and pay bills and taxes, perform searches to answer frequently asked questions and perform a suite of other tasks that would otherwise require staff assistance. What's more, a Revize website will enable you to increase staff productivity and decrease costs by reducing off-line departmental operations.

Some of our great clients in include:

- City of Largo, FL www.largo.com
- New Bern, NC www.newbern-nc.org
- City of Arcadia, CA www.arcadiaca.gov
- City of St. Petersburg, FL www.stpete.org
- City of Des Moines, IA www.dsm.city
- And Many More!

We will work closely with you to design and develop a dynamic, functional and easy to navigate website that will perfectly fit your community. Then we empower you to control your digital presence with the industry's best administrative management applications. Revize training ensures that your team has the skills needed to expertly update and manage website content and delivery.

Government clients select Revize because we can help them

- Effectively engage residents.
- Enhance their web presence and build an online communications center.
- Empower non-technical web content editors and administrators to easily execute changes.
- Implement a scalable solution that allows them to affordably grow their web presence for the long term.

"Revize Websites build engagement with your constituents."

We have worked hard to establish a reputation for creating online community websites that engage, inform, and increase participation of your community. With our help, your community's website can serve your residents better, inspire them more, and get them actively involved in your government.

Please contact me if you have any questions at all.

Sincerely,

Thomas J. Jean

Thomas J. Jean
Project Manager
248-269-9263 x16
Thomas.Jean@revize.com

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Executive Summary

Thank you for considering Revize Software Systems for your new website project. We understand the importance of this undertaking and know how motivated your government/community is to selecting the right vendor; one who will work with you through all the steps required to build the perfect website featuring a plethora of high quality online services that your constituents will want to use regularly.
In more than two decades of working with government leaders, as well as through nationwide surveys, we have learned that the key to choosing a website vendor is finding the right balance between the total cost of the solution and the quality of the design, online apps and user functionality. In simpler terms, you need a solution that works for you and serves your constituents.

About Us

With more than 1,500 government clients nationwide, Revize Software Systems is one of the industry's leading providers. We credit our rapid growth to our 20-year track record of building award-winning government websites and content management systems. When you work with Revize, you're not just a client, you become part of the Revize family and will receive the service and support you need and expect! We are among the most highly respected government website experts in the United States and we proudly stand by our work.

Our Innovative Responsive Web Design (RWD) and Web Apps

Revize has been a pioneer in implementing the latest trends in design by using Responsive Web Design (RWD). This technology ensures that site visitors have an optimal viewing experience — easy reading and navigation with a minimum of resizing, panning, and scrolling — across a wide range of devices, from desktop monitors to mobile phones. RWD provides flexible and fluid website layouts that adapt to almost any screen. When you implement a dynamic new website powered by Revize, you will not only get an outstanding look, layout and navigation, but you also receive 24/7 access to our Government Communication Center for residents, business and visitors.

Here you will find the communication tools you need such as

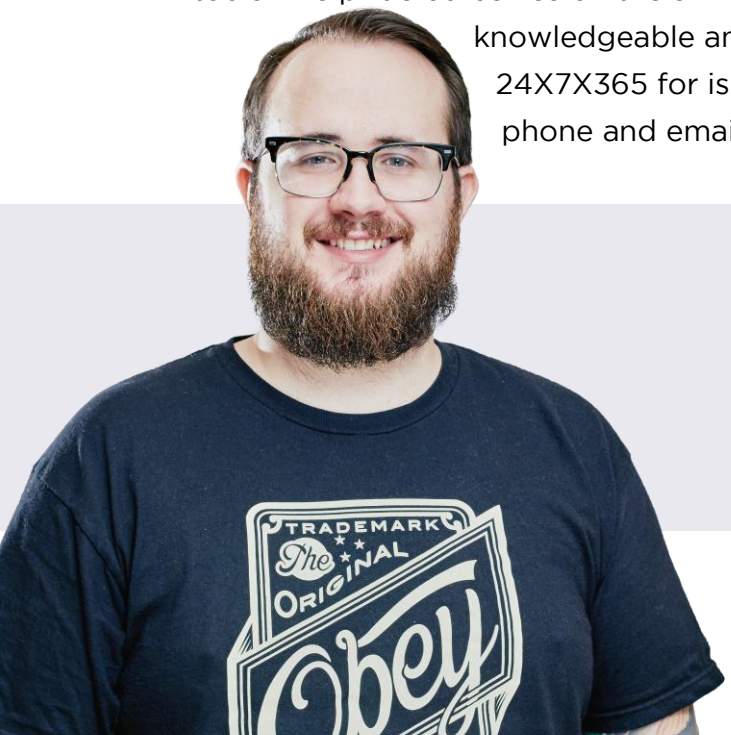
- Public Service Request App
- Calendar of Events
- E-Notification Modules
- On-Line Payment Portal
- Facilities Reservations
- News Center with Facebook/Twitter Integration
- Emergency Alerts
- Online Forms / Survey Tools
- E-Newsletter Applications
- Job Posting and Tracking Module
- Public Records Request Track

Our Award-Winning Government CMS

Revize is renowned as a leader in providing practical, high-value, easy to use content management software Government CMS. This simple-to-use yet powerful solution enables clients to manage their online presence with high functionality and style. With applications such as an online document center, public service request app, public records request tracker, agendas and minutes, frequently asked questions and more, Revize ensures that our clients have the tools they need to make information and services available for website users at the click of a mouse.

Quick Deployment, Personalized Training and Support

Revize addresses time concerns by completing websites in considerably less time than our competitors. And because our software is so easy to use, we are also able to effectively train our clients in less than half the time it takes our competitors. Our training program is customized based on each client's needs, and we provide hands on training the way you want it - either onsite or off site through web conferencing tools. We pride ourselves on the skills of our support staff, who are responsive, knowledgeable and helpful. Our online support portal is available 24X7X365 for issue tracking and management. We also provide phone and email support during regular business hours.



Did you know?

Our technical support staff are trained developers. When you call for tech support, you'll be speaking to staff with direct knowledge of development!

Company Profile

FOUNDED	HEADQUARTERS	PHONE	WEB SITE
1995	150 Kirts Blvd. Troy, MI 48084	248-269-9263	www.revize.com

Revize Software Systems was founded in June, 1995 as a "new media" development company specializing in the creation of interactive web design, multimedia content delivered on CD-ROM, and video production. Since then, Revize has made an unsurpassed name for itself in the web/internet industry as THE master of government website design, which remains our specialty. We now boast more than 1200 clients in North America and have created acclaimed website designs for hundreds of municipalities and counties, as well as government departments and agencies. In September, 1996 as the Internet was becoming a world-wide reality, Revize began developing a Web Content Management System (CMS) for the government market to enable non-technical contributors to quickly and easily update content on their websites. The result was the creation of our state-of-the-art Revize Government CMS. Our mission has always been to enhance the communications of government organizations nationwide with their varied and valued audiences. This is based on our vision statement, which reads:

"The empowerment of people through simplified information management technologies."

Focused exclusively on creative web design, government web apps and content management technologies, Revize continues to invest in its technology, continually adding new capabilities and features that manifest our vision. While many municipalities choose Revize to develop and cost-effectively manage their website

content, clients also use Revize as an information-sharing platform. Our suite of Revize Government web-based solutions has proven valuable as a powerful technology that empowers clients to build and maintain sophisticated web sites, all while using the Internet and internal Intranets/Extranets to acquire, analyze, process, summarize and share information – ensuring that the right people always have the right information at the right time.

"We are proud of our award winning web designs, technologies, continued innovations to build government centric modules and apps, web content management, training and support capabilities. We are especially proud of being recognized as one of the industry's top government website experts and innovators. We are committed to pursuing the continued evolution of all our services to provide increased value to our government clients."

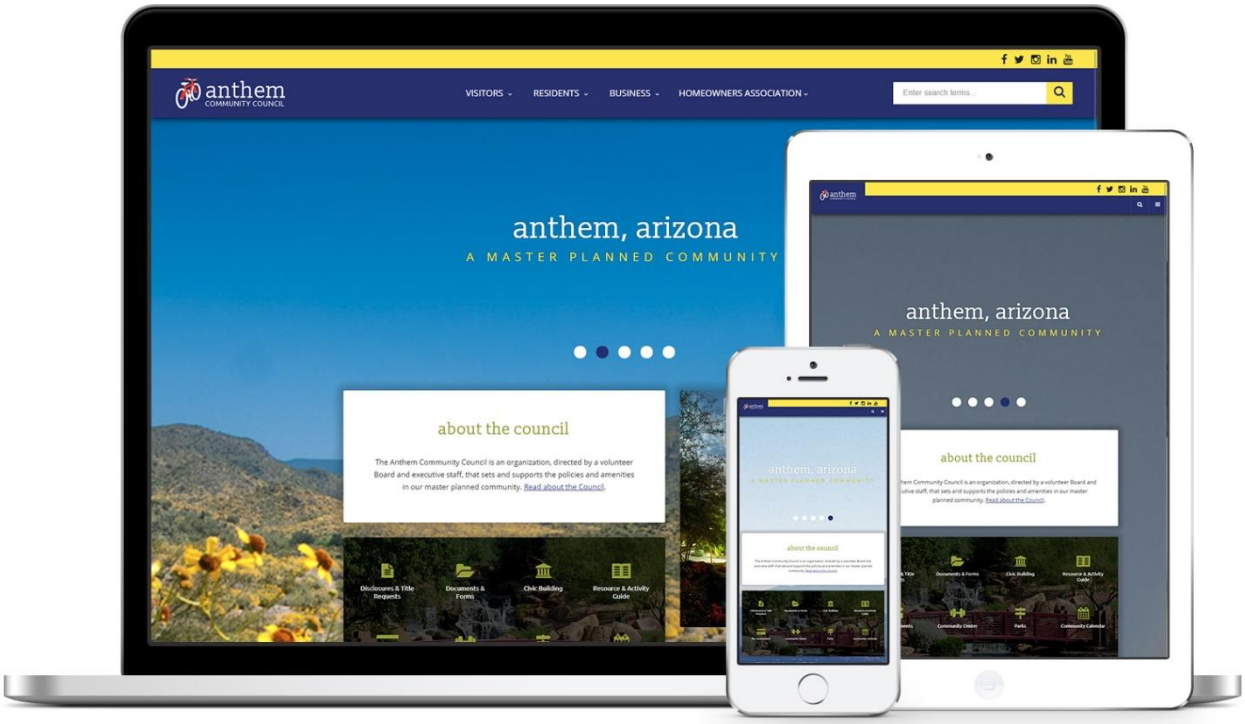
Did you know?

Revize has won national awards for our websites!

Government Project Experience

Anthem Community Council

www.onlineanthem.com

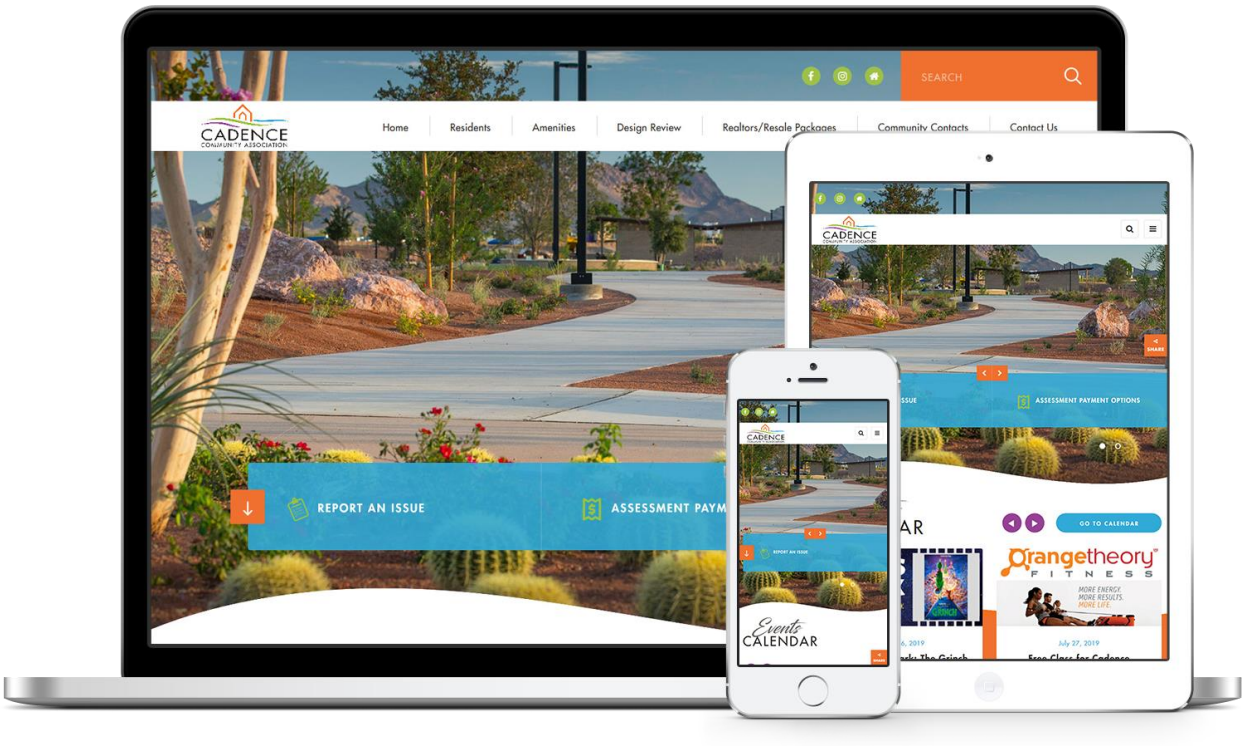


Details:

The Anthem Community Council is an organization, directed by a volunteer Board and executive staff, which sets and supports the policies and amenities of their master planned community. This informational website brings together an inspirational design that engages their constituents and allows them to get to any application they need right from the home page. Not only does it serve as an informational programs website but attracts prospective residents via a large web presence to bring them to the website and to learn more.

Cadence Community Association

www.cadencecommunityassociation.com



Details:

Cadence Community Association (CCM) wanted an information and activities website all in one. This informational community association website brings together an amazing design with a full suite of web apps to engage the constituents they serve. Smooth transitions from the home page to interior pages of this website all ow users to find exactly what they are looking for easily. Not only does it serve as a community programs website but as an inspirational website as well.

The City of New Bern, North Carolina

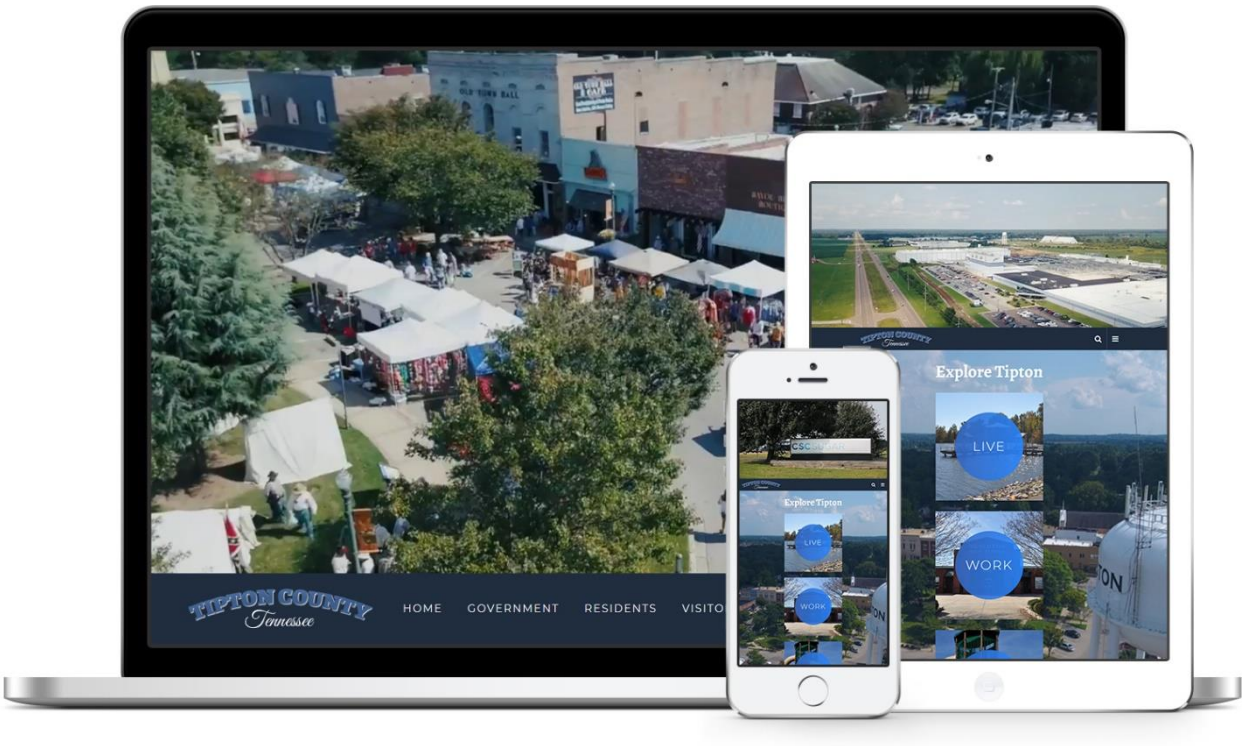
www.newbernnc.gov

Details:

New Bern, North Carolina wanted a design unlike any City out there. With this design we pushed the limit of what people think when they see a City website. We integrated a drone video that plays on the full width homepage. In addition, this site features more scrolling than you may notice on more traditional websites. That is a good thing! Users are now, more than ever, viewing websites on their hand-held devices. Some estimates say this is as high as 60% of all internet usage! With more scrolling we are able to give the user a lot of information, without having to squeeze it into such a small space. We use images, icons, and interactive features to create an experience for the user. This type of design also allows us to extend the City's brand in a way that is unmatched in the industry!

Tipton County, Tennessee

www.tiptonco.com

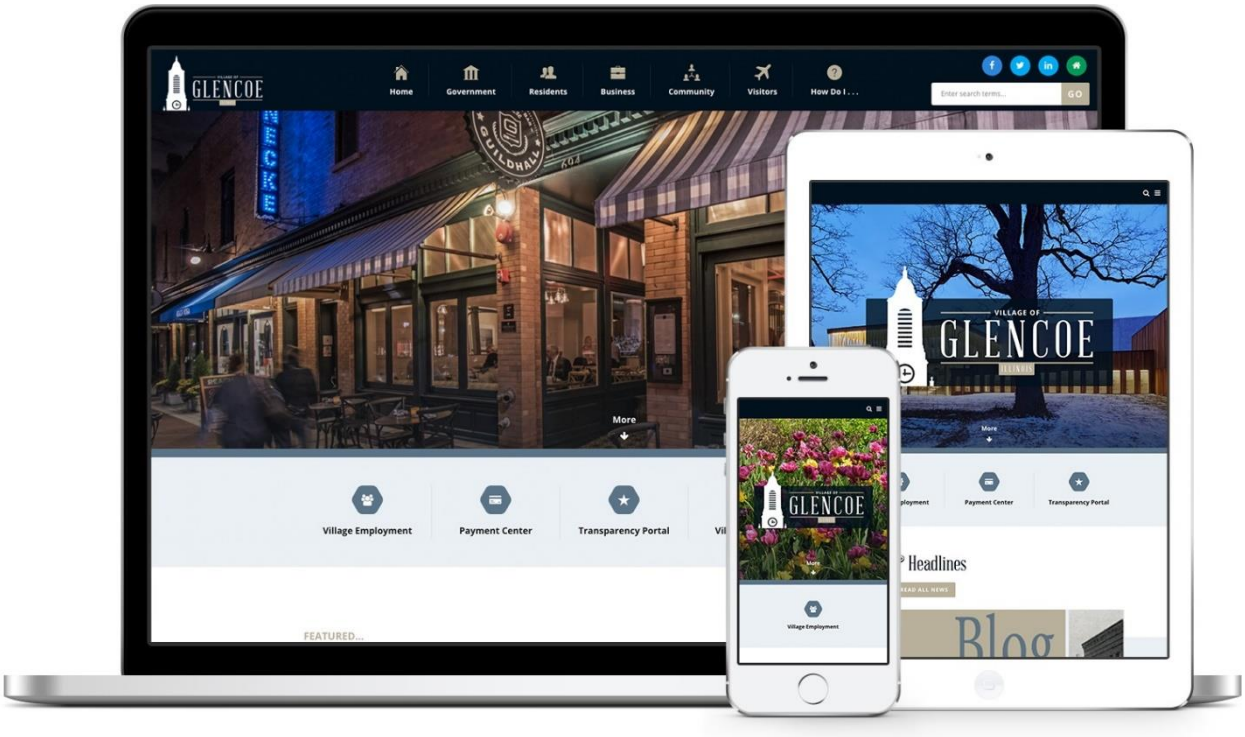


Details:

Tipton County is located on the Mississippi River north of Memphis and is one of the fastest growing counties in the state. Because of this fact, the website needed to refocus its attention. In addition to resident services, this website has a focus on economic development. To achieve this, we started off by integrating a drone video. That video instantly showcases the growth in industry that Tipton is experiencing. As you scroll down the website, this business-friendly atmosphere is intertwined with resident engagement features. Each department has their own icon that is used to identify them uniquely. The interior pages have distinctive features that make them stand out as if they were stand-alone websites. With its service for residents and its appeal to the business community, this is the next generation of government websites.

The Village of Glencoe, Illinois

www.villageofglenceo.org



Details:

The Village of Glencoe is beautiful community on the shores of Lake Michigan just north of Chicago. This website brings together an amazing design with a full suite of web apps to engage Village residents. Smooth transitions from the home page to interior pages of this website allow users to find exactly what they are looking for easily. The Revize Public Service Request App, Village Manager's Blog, fillable online form database, and a high traffic featured news and headlines area round out this website!

The City of St. Petersburg, Florida

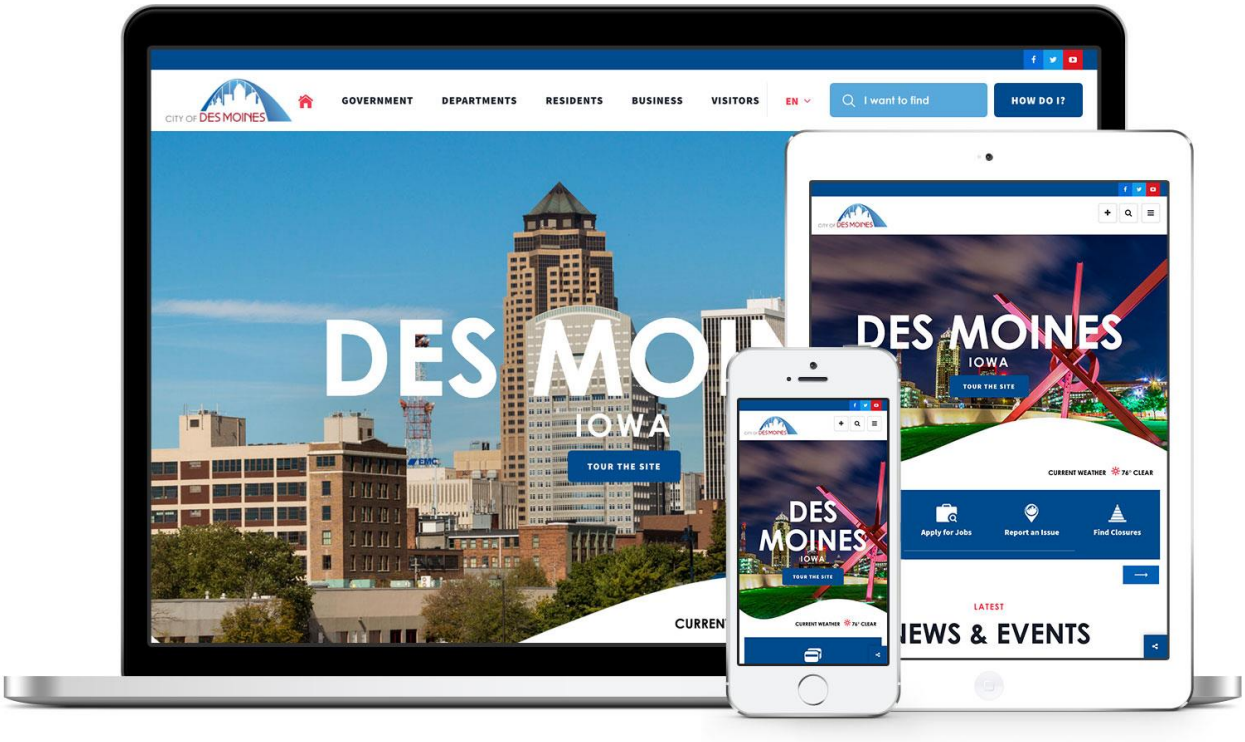
www.stpete.org

Details:

As Florida's 5th largest, St. Petersburg is an iconic City with something to offer everyone. Because St. Pete is a longtime Revize client, their team worked very closely with ours and actually provided their own design concepts. We did the integration/pre-launch work and their staff was with us every step of the way. Inner pages are flexible to allow departments to have dedicated pages with a cohesive feel across all pages. Social media feeds from Instagram, Flickr, Facebook, Twitter, and YouTube all on the homepage! St. Petersburg also users the Revize API to develop their own templates. This website is an elite representation of the power and beauty of the Revize process.

City of Des Moines, Iowa

www.dsm.city

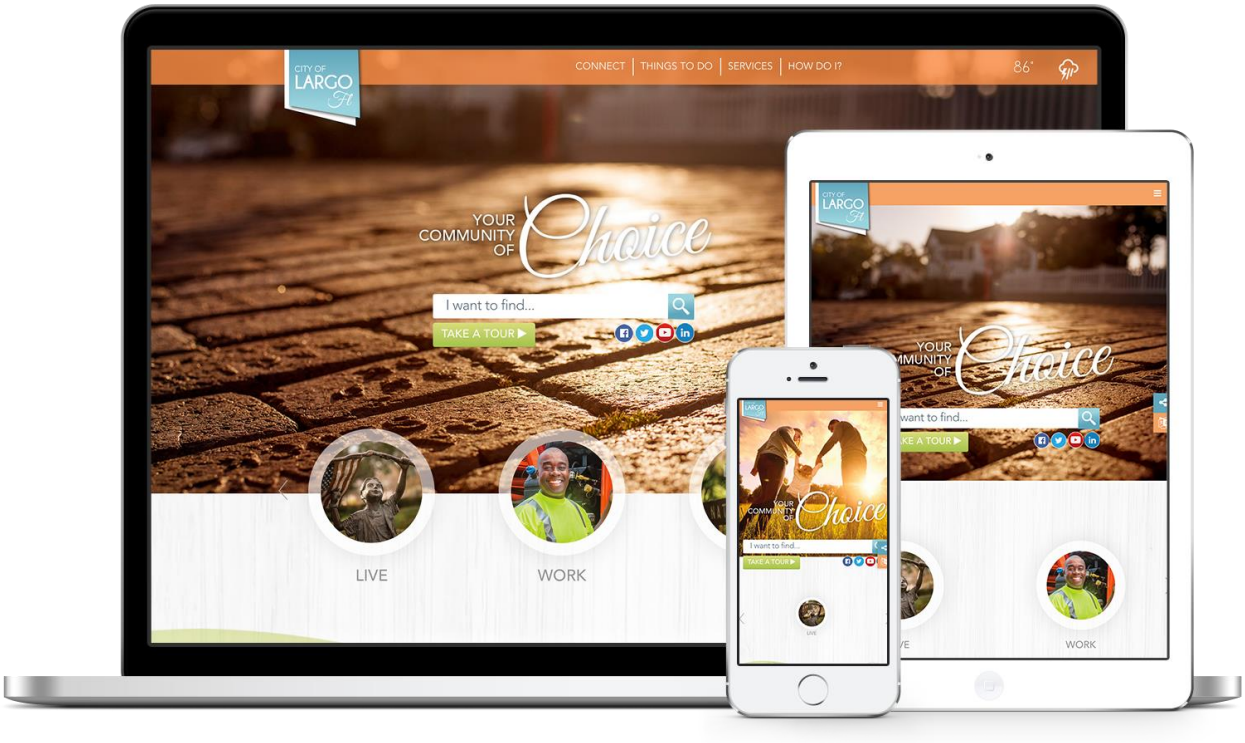


Details:

The City of Des Moines, Iowa came to Revize for a website that was completely different. Coming from an internally developed site, they wanted to work with a vendor that could lead them to a new way of interacting with their users. Page layouts were created to allow unique interaction with the City. This included board listings, Q&As, interactive park directories, plain language, and a resident focused navigation. We also incorporated some of their internal databases and features that had been built internally. This site improves the online experience for residents, business owners, and visitors!

City of Largo, Florida

www.largo.com

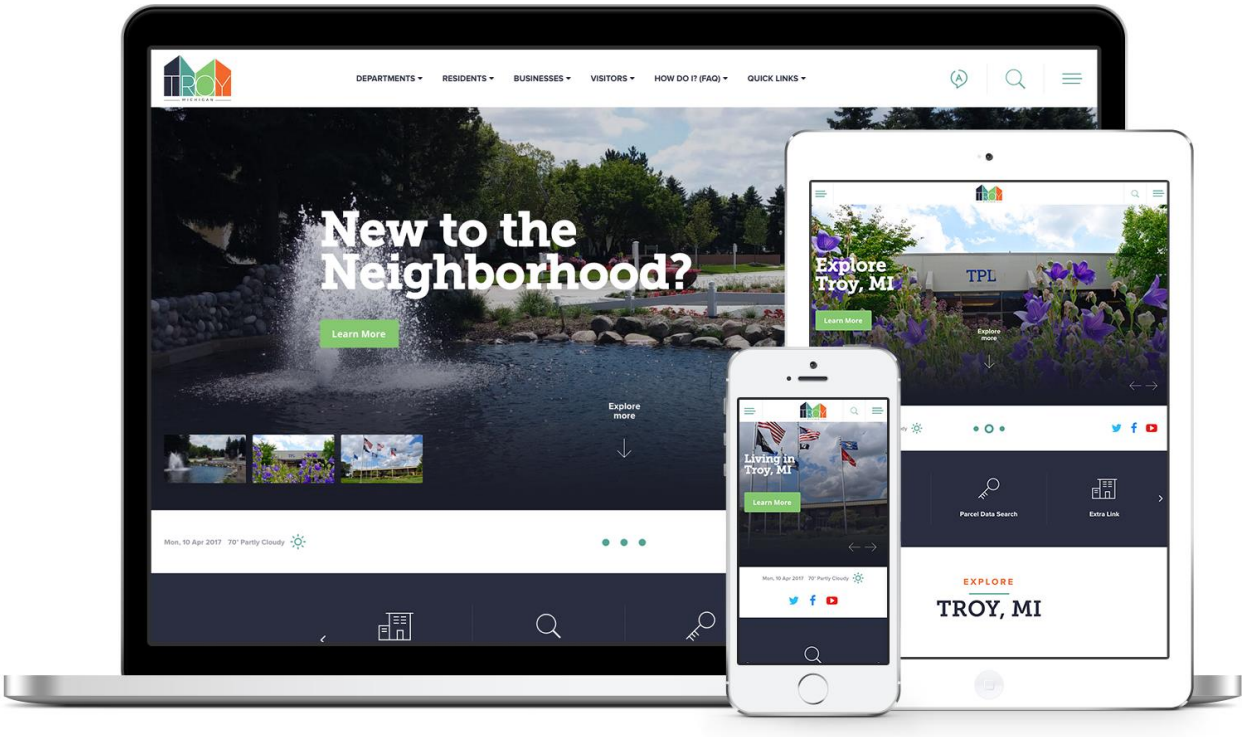


Details:

Largo, Florida wanted a website like no other. Through a collaboration between the city marketing team and Revize, we were able to create this award winning website. Each page in this website was designed to uniquely fit the needs of the community. We also built unique designs for the city parks, library, and theater. The navigation within this site is built based on services rather than department silos. Overall this website brings together an amazing mix of design expertise and functional clarity to create a great user experience!

The City of Troy, Michigan

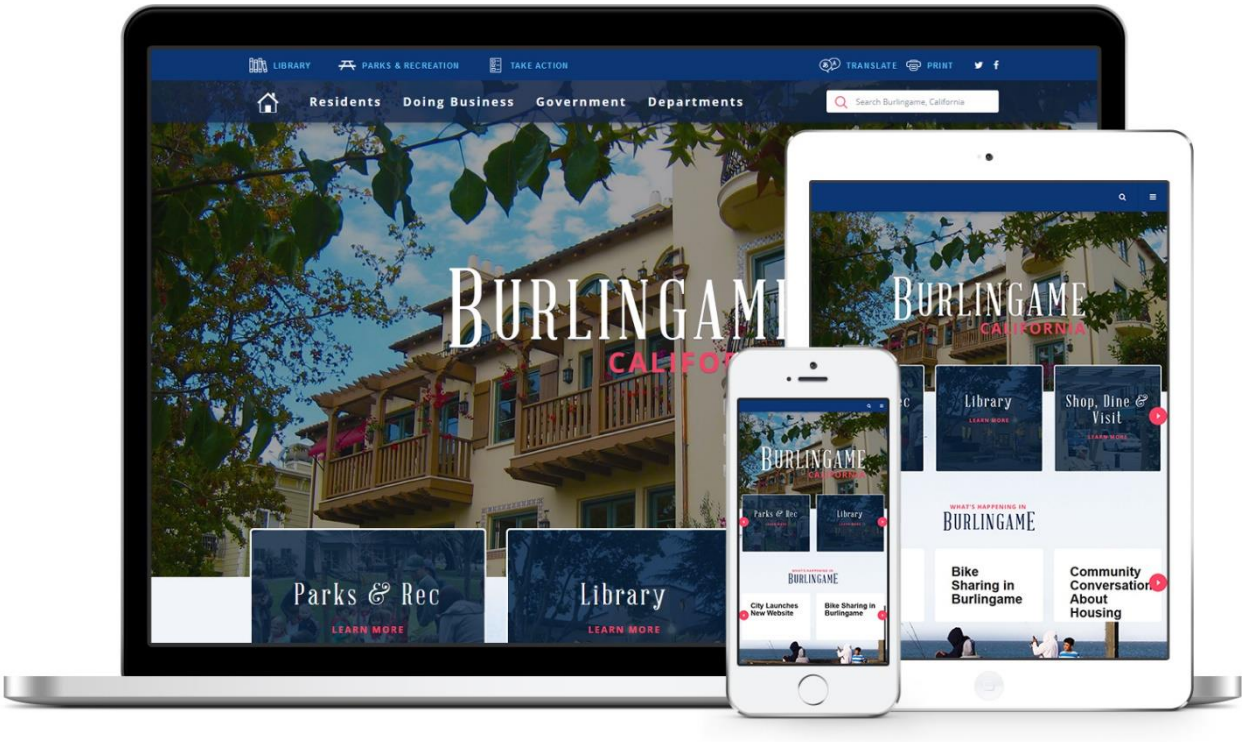
www.troymi.gov



Details:

The City of Troy wanted a website to increase ease of communication to all of their audiences. In addition, the city has been experiencing an economic resurgence particularly in the technology sector. In fact, Revize headquarters are in the City of Troy! This project included custom designs for The City, Library, and Recreation Department. Integration with the City's existing 3rd party software was a major linchpin of this project. Included is a live-searchable "How Do I" section that narrows down results as the user is typing. This allows any user to easily find what they are looking for regardless of which department it exists under.

The City of Burlingame, California



Details:

The City of Burlingame came to Revize after a previous website redevelopment project was stalled. We were able to get their project started quickly and live within the proposed timeframe. In fact, it was three websites. One for the City, one for the Parks and Recreation Department, and one for the Library. Sites include specialized page types built specifically for the needs of each department.

Government Account References

Client: Cadence Community Association, NV
A Master Planned Community
Rachel Diehl, Life Style Director
Office: (702) 605-3111 x2
Email: rdiehl@ccmcnet.com
Website: www.cadencecommunityassociation.com

Client: City of Wylie, TX
Craig Kelly, Public Information Officer
Office: (972) 516-6016
Email: craig.kelly@wylietexas.gov
Website: www.ci.wylie.tx.us

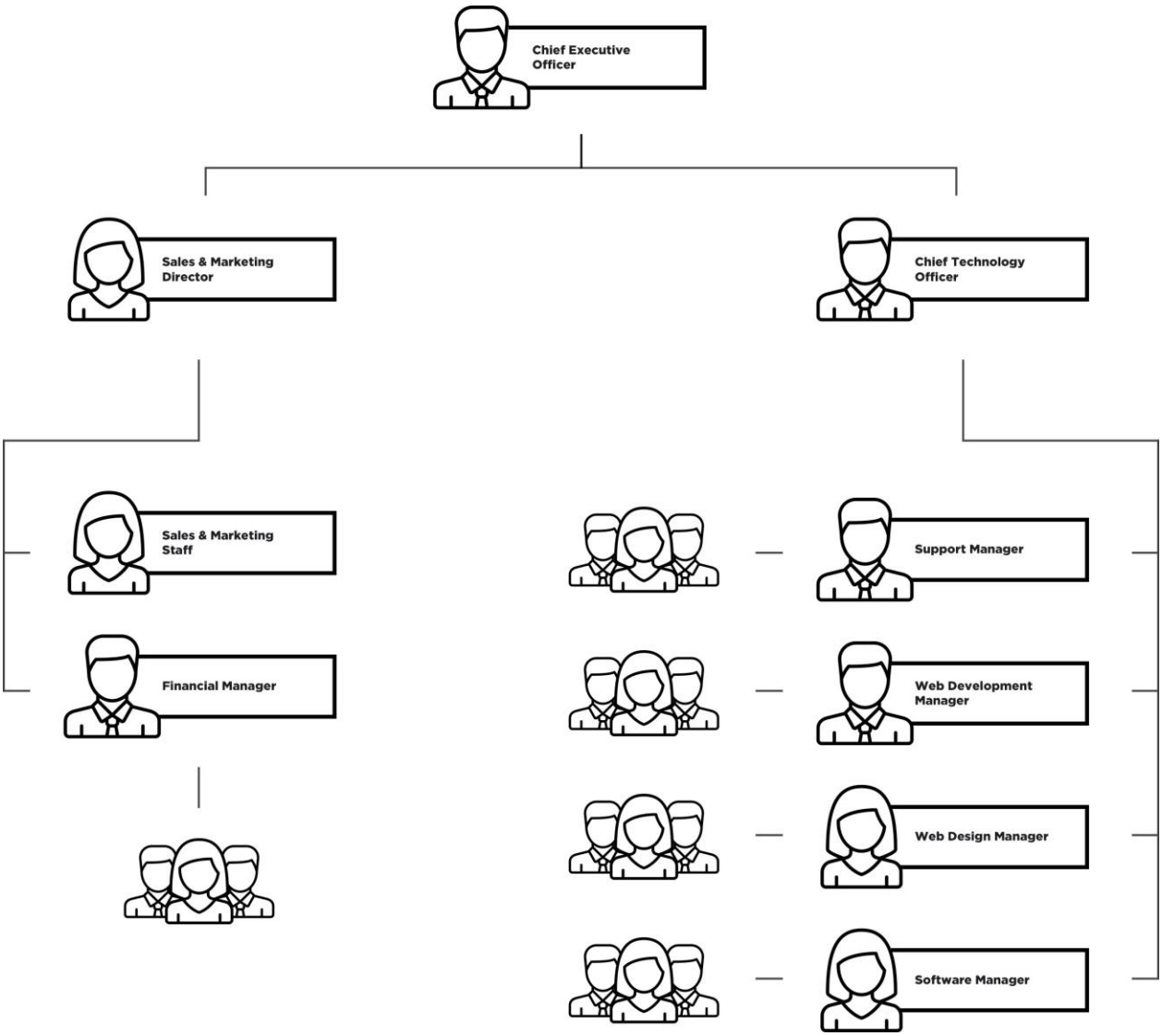
Client: Tipton County, TN
Shawn Anderson, GISP Director
Phone: (901) 476-0234
Email: sanderson@tiptonco.com
Website: www.tiptonco.com

Client: Flagler County, FL
Julie Murphy, Public Information Officer
Phone: (386) 313-4039
Email: JMurphy@FlaglerCounty.org
Website: www.FlaglerCounty.org

Client: City of Acworth, GA
Keith Wilson, IT Manager
Office: (770) 974-8844
Email: kwilson@acworth.org
Website: www.acworth.org

Client: City of Arcadia, CA
Michael Bruckner, Assistant to the City Manager
Office: (626) 574-5433
Email: mbruckner@ArcadiaCA.gov
Website: www.arcadiaca.gov

Revize Organization Chart



Why Choose Revize?

We Have Government Specific Experience and Outstanding Client Testimonials

You can rely on Revize and our 20 years of experience building and maintaining websites for municipal, county and government agencies of all sizes throughout North America, to deliver a customized site design that improves layout, navigation, usability and content. Using Revize ensures that your website will be reliable, W3C and ADA compliant, and allow for easy integration with existing or future web applications and third-party software. But there's no need to take our word for it -- we encourage you to peruse our massive file of testimonials from our many satisfied clients.

We Will Build a Government Communication Center that Works for Your Community!

The Revize website design, Government CMS and interactive tool sets have been developed exclusively for our government clients to help them effectively communicate with their key target audiences such as residents, businesses and visitors. Some of our most popular website and Government applications and modules include: a new and improved Online Calendar, the comprehensive Forms Center, our News Center with real-time social media connectivity, Emergency Alerts, E-Notifications, Citizen Request Tracker, Parks & Shelter Reservations System, Document Center, and Online Payment Portal.

"We Build Superior Technology into Every Website with CMS Performance & Reliability That's Second to None."

What sets Revize apart from other companies? Revize's superior technical architecture, unsurpassed staff expertise and highly effective publishing engine provide our government clients with the most reliable website solutions in the industry today. By ensuring our client's data security and providing redundant server architecture and back-up data centers, Revize has a nearly 100% up-time rate. Plus, our clients never have to worry about data loss or data corruption because of our instantaneous back-up process and our data center's tape back-up processes. Revize believes that investing a higher percentage of our profits into our technology and security makes us the best choice for the short and long term for governments seeking the best value for their community's website.

"We Always Provide Knowledgeable, Friendly and Responsive Service!"

All this, and a reliable IT partner too! Our website development is superior, and our Government CMS and suite of online apps is easy to learn and administer, but our 24/7 technical support will also be there for you to help you get over the hurdles! Our technical support team is widely considered to be among the industry's best. We also provide a sophisticated backup infrastructure which allows us to guarantee 99.99 percent uptime. Plus regular updates and improvements to ensure that your site will remain current with industry standards and keep running smoothly for years to come. The Client Owns the CMS License and the Code!

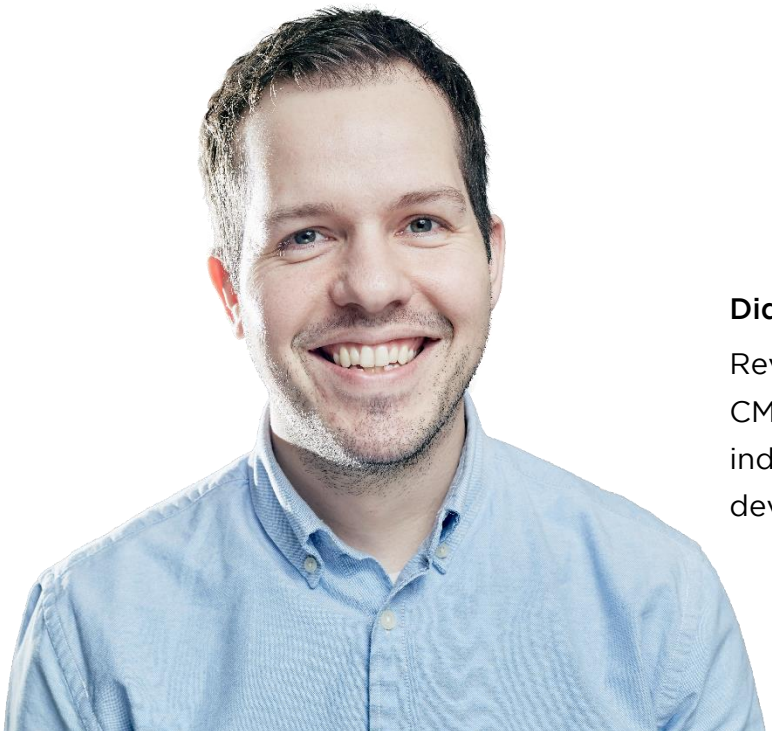
We often hear the question: "What happens if we want to move the website to another vendor? Do we lose all access or any of our website data?" The answer is 100% NO! As our client, you own the template source code, the CMS, and any data that you put onto the website. We understand that clients may come and they go, but we always make sure they know they are just as important to us at the end of our tenure as they were at the beginning. If you decide to run the CMS in your own server, we can transfer the CMS license and software to your server as you own the license and you can run it from your server as long as you want.

Top Ten Reasons Why Revize gives you the Greatest Value!

- Modern, timeless and unique website design integrated with online Government apps
- On-time delivery
- Competitive pricing
- Responsible stewardship of the organization's stakeholders
- Full functionality to update and manage your website
- All the tools/apps needed to increase communications with citizens
- An easy CMS to train employees quickly
- Extended phone and email support
- Unlimited Upgrades: Revize provides unlimited FREE upgrades to new and existing modules at no additional cost to you.
- Unlimited Upgrades: Revize provides unlimited upgrades to new and existing modules at no additional cost to you. Once you invest in Revize, you will receive free upgrades and feature enhancements for life.

"The Revize responsive website design is second to none for us providing an excellent experience for the growing number of residents, visitors and businesses accessing WylieTexas.gov on mobile devices. Our website's progressive look captures the vibrant culture of our community.

— Craig Kelly, Public Information Officer, City of Wylie, TX



Did you know?

Revize CMS is one of the most advanced CMS in the government web design industry with over 15 years of development.

Awards & Accolades

We were thrilled with the outcome of our website redesign project. The Revize team was professional and responsive throughout the process.

- Stephanie Teoli Kuhls, Township Manager, Middletown Township

DIGITAL CITIES SURVEY Winner

The Revize Solution

Project Planning and Setup

What makes Revize unique in its project approach and experience is our thorough preparation for each individual community combined with the range of website deployments and creative, customized fit we implement for each client. From small to large, rural to urban, the Revize project management process guarantees a perfect fit between the concept of the deployment and the expectations of the client's level of engagement preferences.

We don't use a "one size fits all" approach because it doesn't make sense.

However we do use a standard, proven effective process methodology. Each client is unique and we tailor our process to fit their unique needs. For as long as you are our client you will have staff dedicated to your account and access to an on-line portal for communication, design process and on-going support.

Dedicated Accounts Manager: Your dedicated Account Manager will handle all issues related to your contract, pricing, future product add-ons, and general account satisfaction. During the initial kick-off meeting, your Account Manager will introduce you to the team, explain roles and responsibilities, and place you in the very capable hands of your Dedicated Project Manager and Designer.

Dedicated Project Manager: Your dedicated Project Manager will handle all issues related to the website design, development, navigation, content, training, timelines and deliverables, as well as ensuring that feedback and communication occurs promptly in order to keep the project on-track. Also, the dedicated project manager will be the point of contact for any future technical support or issues that need to be addressed during the deployment and post deployment of the site.

24/7/365 Project Portal Access: From day one, your project and on-going support is tracked in the Revize On-line Project Portal. The main point of contact you select for the project will receive an invitation to register, including setting up a secure user name and password. The Project Portal serves as a communication tool for any matter pertaining to your website design, development and on-going support even after your website is launched.

"We guarantee the best support in the industry that's 24/7 365 by the trained developers & technicians"

Did you know?

Revize will provide a project portal that allows you to check in on the status of your project at any time!

Timeline

Project Timeline		
Phase	**When**	**Duration**
Phase 1: Initial Meeting, Communication Strategy, SOW	Weeks 1 thru 3	3 Weeks
Phase 2: Discovery & Design	Weeks 4 thru 8	5 Weeks
Phase 3: Template Development, CMS Integration	Weeks 9 thru 11	3 Weeks
Phase 4: Module Setup	Weeks 12 thru 14	3 Weeks
Phase 5: Custom Development	Weeks 15 thru 16	2 Weeks
Phase 6: Quality Assurance Testing	Week 17	1 Weeks
Phase 7: Sitemap Development / Content Migration	Weeks 18 thru 20	3 Weeks
Phase 8: Content Editor and Web Administrator Training on your new website, final content changes and Go Live preparation	Week 21	1 Weeks
Go-Live (Average)		16-21 Weeks

Did you know?

The project planning process is designed to fit your needs. We will adapt our timeline if your schedule requires.

Revize Project Life Cycle

Phase 1: Initial Meeting, Communication Strategy, SOW

Your Revize Account Manager will set up the initial internal project planning meeting where we will talk about the overall management of your project, establish a timeline, and devise a Revize-Client Communication Strategy that will keep everyone engaged and up-to-date on the progress of the project. We will also discuss specific technical requirements of the project and determine the phases through which those requirements will be addressed. In addition, Revize will address the content strategy of the new site, any new content that needs to be written and how to fit the existing content into the new site, Additionally, as an optional item, Revize will discuss the process of conducting online surveys to gather feedback from your constituents for the new website layout and requirements. After this meeting, Revize will develop a Statement of Work and provide it to the client for review and approval.
Prior to the design kick-off meeting, you will receive our questionnaire to complete with various answers that will help our designers gather information regarding your needs and preferences. Our team will also brainstorm ideas and suggestions with you during the meeting.

The questionnaire addresses various issues such as:

- As a result of a new website design and navigation, what are the main improvements you hope to achieve?
- What are some key points and areas you may want featured on the Home Page?
- Do you need help with logo design? Image? Marketing & branding?
- What key modules do you want featured in your web site, like Document Center, Report a Request, News & Events, Events Calendar etc.
- Do you need social media features need to be highlighted in the new site? etc..

Phase 2: Discovery & Design

If there is client approval, we will collect feedback from the residents on the new design layout by setting up an online survey with a set of standard questions. The survey questions need to be approved by the client prior to our adding a link from your current website. This link can also be distributed through other channels like email, newsletter or any other form of communications you might be using to stay in touch with your residents. Usually there is a 1- to 2-week survey period.

Once survey results have been tabulated and your needs have been determined, you and your Revize team will participate in a Design Kick-Off Meeting. A senior designer and team will conduct an in-depth interview, and brainstorm ideas with you about your vision for the look and feel of your custom website. Our efforts on this project will extend far beyond placement of provided information within a stunning design. It's about uncovering how your audience wants to be informed, and applying our 20+ years of web design and development expertise to create the most effective ways of displaying that information and getting users to access and use your website. We always strive for nothing less than an award winning design!

Revize Design Principles

The Revize Web Application Developers are not only responsible for the look, functionality, and performance of your website. They are also responsible for the security of the web content and web-based applications they create. They ensure that the code supports secure authentication and authorization, and provides access control mechanisms as required.

Good design principles are always based on readability, taking into consideration appropriate font type and size for headlines and text area, as well as line height – ensuring all page elements are balanced. Our designers also pay meticulous attention to their use of shadows and gradients. To the layman's eye there may not appear to be a shadow, however on the website the font will appear sharper (or maybe softer depending on the amount of shadow used).

Of course color cannot be overlooked. Our designers first take the client's preferences, official logo colors, and pictures into consideration to create a color scheme consisting of no more than three colors. We then use variants and hues to create visual appeal, contrast, eye-catching allure and invoke the overall feeling that the client desires.

Last but not least is effective use of page elements such as call to action buttons, social sharing icons, email newsletter sign-up, and promotion areas. The ultimate goal is to provide an easy to navigate webpage that is informative without being overwhelming. Therefore, it is the designer's job to guide the client in making appropriate placement choices for needed items.

Revize Design Trends

There are some exciting new design trends, and Revize is always on the cutting edge, implementing the best of these innovations in our websites. We are especially pleased at how effectively they are proving to be in increasing engagement in government websites.

#1 Responsive Web Design – The most important development in website design in years, Responsive Web Design (RWD) automatically conforms and optimizes websites for any screen size. With the substantial increase in smartphone and tablet users today, people are going online using a vast number of devices with wildly different screen sizes. Our websites offer this very important feature of easily and cleanly conforming to computer, tablet and mobile device screens.

#2 Liquified Content – This is another important trend that address the fact that information is no longer static or concrete. Instead, content is specifically customized for each unique user. Liquidity of content enhances the immediacy and flexibility of content. The more liquid your community's content, the easier it is for residents and businesses to access this information in ways and via the channels of their choice: fixed or mobile, interactive and live. Revize is able to effectively make your content liquid. This will make it adaptable to various situations and, therefore, easy to reuse in different contexts distributed for a variety of display formats and communication channels.

#3 Image Tiles – This is a trend that enables developers to display content in a pin board style of display. Revize now offers this feature, which creates a very visually appealing display of content, such as pictures or social streams. Image tiles also help promote engagement by encouraging site visitors to comment or reply to items from directly within the image tile. This is an especially useful option for web pages promoting tourism.

#4 Parallax Scrolling – This is a highly advanced, innovative design technique for sophisticated websites. Parallax Scrolling allows Revize to build websites in multiple layers, with content that moves across the screen at different speeds as visitors scroll. This unique design technique is very visually engaging and can help improve time-on-site metrics.

#5 Innovative Typography – This plays a very important role in website design, image and branding, and is especially important for maximizing the look and feel of the website when accessing it from mobile devices. Our designers are experts in effective typography and take many factors into consideration when selecting the type of fonts, font sizes, and colors to be used for a website.

#6 Social Feeds – With the proven ability to strengthen and deepen interpersonal connections, social networks present a wonderful opportunity for government organizations to increase community engagement and make governments more accessible to the people they serve. One method already mentioned for improving social activity is using pin boards; another is creating a social area or social wall that combines activity from multiple social networks, like Facebook, LinkedIn, YouTube and Pinterest. Revize offers a comprehensive line of popular social media applications and networking.

"Over the past 20 years, Revize has mastered the art of designing government websites."

Key Phase Objectives & Deliverables:

The following steps are followed while designing new sites

- **Establish Needs and Creative Direction:** Understand your objectives and requirements, and provide recommendations for effective online branding pertinent to your requirements, existing branding and your web audience's needs. The Revize designer will also conduct his own research in order to capture the character and "feel" of your area, which will inspire ideas for the overall design direction of the website.

- **Main Menu Navigation & Home Page Wireframes:** Work with you to establish a main-level navigational architecture and identify key items accessible from your home page. This establishes a baseline for the navigational structure, as well as the preferred content structure (wireframe*) for the home page.

- **Page Layout and module placement:** We will follow all the best practices to layout the different features and modules so that they can be easily accessed by your residents. For example, on the home page there will be sliding picture gallery and quick link buttons for Notify Me, Report a Concern, Document Center, FAQs etc. Also the news and announcements module and events calendar would be integrated into the website, along with the Social Media Center.

Please Note: The home page "wireframe" will simply serve as a realistic guideline in terms of content placement, but will not include the final text nor final imagery for this phase. Please see a sample wireframe to concept development snapshot in the next page.

Did you know?

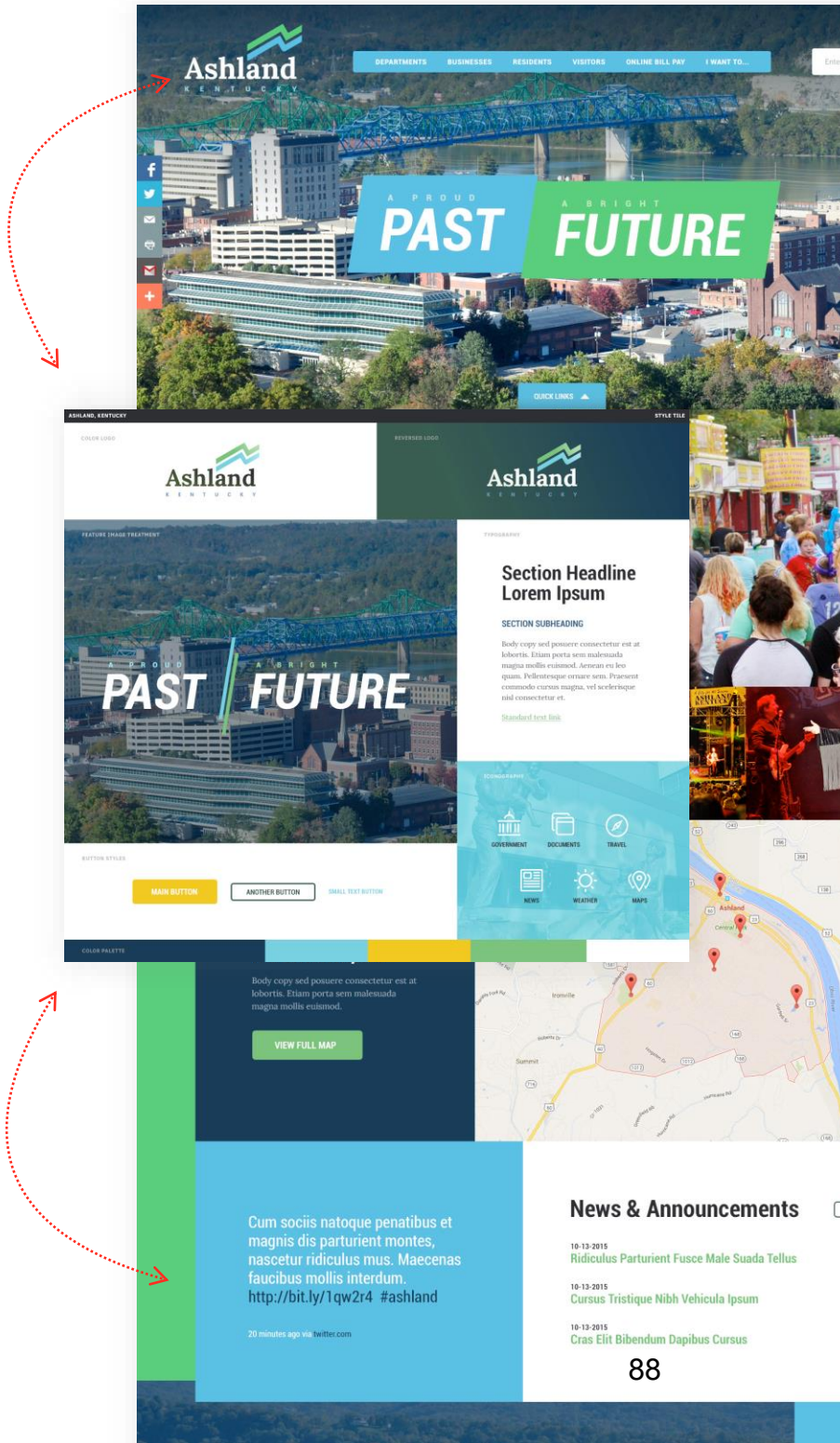
Revize will provide a 100% from scratch design with a satisfaction guarantee!

Wire Frame to Concept

- **Design Deliverable:** The design concepts for this phase will be based on one or possibly two home page layouts. The client will review and provide design feedback to the designer for changes. Revize asks that clients have no more than three iterations of changes up to the point that the final concept is approved.

- **Final Home Page Sign Off:** When all changes have been made, Revize will present your final home page design and layout for approval. Customer approval is required to proceed to the next phase, the inner pages of the website, and the process repeats itself before the actual HTML & CSS is written.

- **Final Inner Page Sign Off:** When all changes have been made, Revize will present your final inner page designs and layouts for approval. Customer approval is required to proceed to the next phase, when the actual HTML & CSS is written.



Phase 3: Template Development, CMS Integration

First, the Revize development team will transform the approved designs from mere pictures into fully-functioning HTML/CSS and Revize Smart Tag enabled web page templates using the Revize Dreamweaver Extension. The Revize Smart Tags are fully customizable and allow customers to expand functionality as needed. To maximize this extensibility, the full Revize Java API is provided to clients with our Advanced Training Program.

Phase 4: CMS Modules Setup

In this phase, all of the features and modules the client has requested will be set up, e.g. calendar, document center, picture galleries, alert center, e-Notify, etc. are all brought to life and made functional while also being tested in the Revize CMS. Revize enhances current modules and adds new modules continuously, and you will receive all future updates to modules at no additional cost.

Phase 5: Custom Functionality Development

In this phase and according to your specifications, custom functionality of existing CMS modules, database scripting and programming, as well as any custom application development will be executed. The Revize development team will be interfacing directly with your technical staff to obtain information and test information exchange and application functionality. This phase may overlap phases 2 – 4.

Phase 6: Quality Assurance Testing

In our testing phase, we ensure that your website meets functionality, performance and security standards. Our QA team uses mock data to test navigation and interfaces of the templates, along with any custom developed applications or modules. Additionally, through a series of tests, we perform input validation to ensure that security mechanisms cannot be bypassed if anybody tampers with data he or she sends to the application, including HTTP requests, headers, query strings, cookies, and form fields. We also ensure that when errors do occur, they are processed in a secure manner to reduce or eliminate exposure of sensitive implementation information.

Phase 7: Content Development / Content Migration

Revize will develop all of the pages for your site to make the initial content available upon site deployment. Our content development and migration experts use the latest standard formatting practices to develop the navigation and create the most effective content possible for your website. This includes spelling and style corrections into the new website.

There are no limits to the number of pages you can create after you have gone through training.

Revize will implement an effective website architecture with the latest technology and usability trends so your website visitors can find information in an instant. We will also assess your current website content and incorporate what you currently have with additional content to maximize interest and excitement for your readers. Our content experts are educated in proper writing and terminology, and will use correct grammar, spelling and punctuation.

Our web designers use creative typography which makes the website more visually appealing and also plays a role in defining the hierarchy of content to be placed on the web page. Variations in size and color are used, as well as strategic placement on the page to highlight certain site areas so the visitors can easily navigate the site. Effective typography also ensures that your website will look good on desktop, laptop, mobile and tablet devices.

Phase 8: Training Your Staff (in-person or web based training)

Once your website is ready for you to begin editing, you will be able to easily revise your content as often as needed. Revize will train you on how to operate the Administrative and Content Editor functions so you can manage your website. We typically provide this training on-site; however, we can also provide on-line training for your staff if you prefer. For your convenience, training materials can be downloaded from the Revize website. After training, our friendly and responsive support staff is always here to answer questions and provide training refreshers as needed.

Standard Training Agendas

Basic Administrator Training (How to)

- Sign-in
- Create users
- Assign roles
- Set page level permissions
- Set section level permissions
- Configure and set up workflow approval process

Content Editor Training (How to)

- Sign-in
- Edit page content
- Copy/paste content or add new
- Create a file link
- Create a link to another web page or external web site
- Create a new page and link to it
- Insert/update a picture
- Insert/update a table
- Spell check
- Save and Save as Draft
- History of the page content (content archive)
- Create a survey form or any other type of online web form
- Create navigation pages (top/left menus)
- Create new calendar and create/edit calendar events
- Edit metadata

Advanced Administrator Training (How to)

- Run back-end reports
- Run Google Analytics reports

Training on use of specific Modules included, such as

- Emergency Notification Center
- Public Service Request App
- Web Calendar
- E-Notify
- Quick Links
- Document Center
- Form Center
- News Center
- Frequently Asked Questions

- Request Center
- Bid Posting Center
- Job Posting Application
- RSS
- And more....

Revize Maintenance Covers

- 4 CMS upgrades per year
- Software and modules upgrades (Automatic Install)
- Server Hardware & OS upgrades
- Immediate bug fixes/patches
- Round the clock server monitoring
- Data Center network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly newsletters on major feature updates
- Regular Webinars on CMS features and usage

Did you know?

Revize has launched hundreds of municipal and county websites large and small!

Hosting Service

Revize has partnered with Amazon Web Services (AWS) and Google Cloud Service Platform (GCP) for it's LIVE WEB server hosting infrastructure needs. Both AWS and GCP are industry leaders in high availability cloud server architecture, both server farm infrastructure is highly secured, scalable and redundant for 24/7/365 availability. Snapshot/Mirror Image backups of all of our cloud servers guarantees 100% data protection and recovery in case of any disaster. Also, Revize has dedicated CMS servers in two state-of-the-art physical data centers located in Chicago and Detroit. Onsite/Offsite data backups of all of our dedicated servers are scheduled nightly with R1Soft backup service. Additionally, Revize utilizes multiple Tier 1 bandwidth providers such as Level 3, Wiltel, and Cogent for redundancy and continuous connectivity. These procedures provide our clients with up to 500Mbps of fast fiber optic up-stream connectivity.

Revize hosts your web sites and web applications on redundant (3 TB Hard Drive, 3.2 GHz CPU and 32 GB RAM) servers in order to provide enhanced performance and reliability. The Revize technology architecture physically separates the CMS from the website in order to provide another layer of redundancy/security. With this model, we keep an up-to-the-minute exact duplicate of your website in the event your site must be restored. Revize support staff will simply republish your site within a guaranteed two hours (as opposed to several hours or days time frame our competitors offer).

Revize will host both your Extranet and Intranet; your Intranet is secure and only accessible by authorized users through a login system.

There are no special software requirements to run a Revize hosted website and CMS solution. We make it all very simple. All you need is an internet connection and a browser. We also provide complete maintenance of your website, which includes but is not limited to: OS patches, intrusion prevention, antivirus, and software upgrades.

Final Phase: You Go Live!

At last, your website content is complete and your staff is sufficiently trained! The final phase in the process is to redirect your website domain name from your old site to your beautiful new one. Once this is completed, Revize will closely monitor the transfer for the first 24 hours to ensure that everything is working properly. Any issues that arise will be immediately resolved.

Marketing & Ongoing Consultation

Revize seizes on every effort to make our clients' sites highly visible. We draft press releases for posting on our website and for distribution locally, and will continuously monitor your site after it goes live so that you can take advantage of all marketing opportunities. We also look to submit your site for different awards and recognition competitions to further maximize your site's exposure.

Search Engine Registration and Marketing

Revize will input all the targeted keywords to make your web pages search engine friendly, thus enabling users to find targeted information when they do a Google, Yahoo or any other search on your site.

Security

Revize takes website security very seriously and we provide our clients with the very best website protection protocols. Our data centers are located on secure premises equipped with card-reader access, security cameras and guards on duty 24/7 to ensure the physical protection from unauthorized entry.

Our web and network administrators monitor network activity 24-hours-a-day to ensure system integrity and protection against threats such as Denial of Service (DoS) attacks that could corrupt your website or block user access. Maintaining the secure configuration of our web servers is managed through application of appropriate patches and upgrades, security testing, vulnerability scans, monitoring of logs, and backups of data and OS.

Security Controls, SSL, and Active Directory (LDAP)

- Anti-malware software such as antivirus software, anti-spyware software, and rootkit detectors
- Shield Plus Security Bundle to prevent DDoS attacks
- Intrusion detection and prevention software (such as file integrity checking software)
- Host-based firewalls to protect CMS servers from unauthorized access
- Patch management software
- Security and Authentication Gateways
- Content filters, which can monitor traffic to and from the web server for potentially sensitive or inappropriate data and take action as necessary
- HTTPS (Hypertext Transfer Protocol over SSL), which provides encryption and decryption for user page requests that require more secure online transactions
- SSL (Secure Socket Layer) provides an encrypted end-to-end data path between a client and a server regardless of platform or OS
- If you have an existing SSL Certificate we can transfer it to the new website. Otherwise, if included, we will install a new SSL Certificate upon go live.
- Active Directory (LDAP) is compatable with the Revize CMS. It can be set up in a variety of configurations. As part of the process we will work with you to determine which configuration will best meet your needs.

Application Security Authentication

- Role-Based Security: Role-based authentication to add individual user accounts and assign them system roles like Editor, Developer, Administrator, Workflow Approvers, etc., or department roles and empower the department to assign specific roles to users.
- Permission-Based Security: Ability to set up Content Owners/Editors and restrict which site pages they are authorized to update
    - Global & Department Workflow Management: Create workflow management and approval processes where authorized department personnel become approvers

Did you know?

Revize will host your website and CMS in at least two completely separate geographic locations!

Maximum Response Times

- 1 hour for crisis issues
- 4-6 hours for critical issues
- 24 hours for normal issues

Revize Support

- 8 a.m. – 8 p.m. EST Phone Support (Monday thru Friday)
- 24X7X365 Portal & Email Support
- Dedicated support staff to provide assistance and answer all questions
- New and existing user training
- Training refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- E-Newsletter module support
- Automatic upgrades of CMS Modules such as Calendar, Document Center, etc...

Software Maintenance

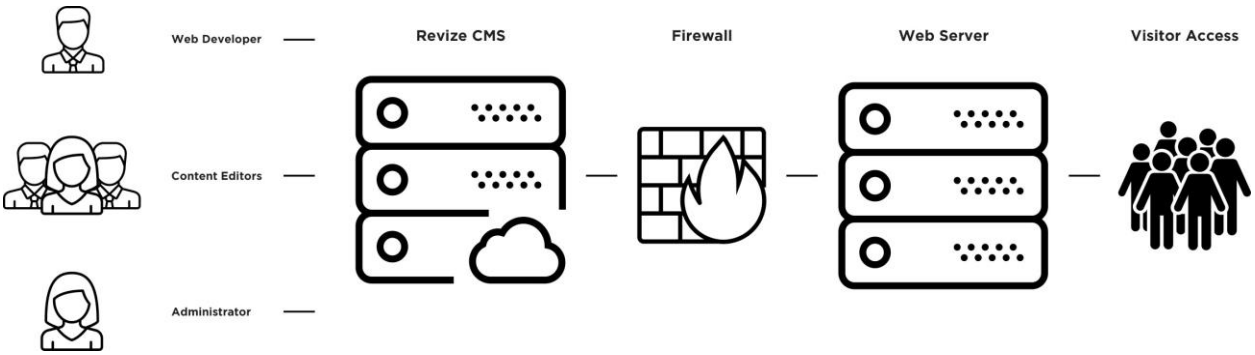
Revize rolls out two new versions of the Revize CMS, and six to eight product updates every year. The Revize CMS is continuously enhanced to keep pace with cutting edge technologies and industry trends. When a software update or new version is rolled out, Revize will automatically update all servers used by our subscription service clients.

"As a Revize client, you will receive full access to all enhancements to the core components and modules in the Revize CMS at no additional charge."

Revize Technology Architecture

The Revize Government CMS is a standards-based, open architecture software product without any proprietary restrictions. Revize uses leading technologies to avoid integration problems with existing systems and comes complete with its own Integrated Publishing Engine, Embedded Relational DB, JSP/Servlet Engine, and Application Server.

Revize Intelligent Publishing WCM



“Security, Performance, Redundancy”

revize.
The Government Website Experts

Revize Project Team

Revize understands the importance of having a talented and experienced staff. We are proud of our well-respected team of top notch experts in the field of government website design, development, analysis, content management, training and support. From the first creative concepts through to the design phases, and from site launch to training of personnel and continued support of your website project, we have the right group of seasoned professionals to work with you through the website process and beyond. We are pleased to introduce them:

Thomas Jean

Project Manager

As a project manager, Thomas has brought to Revize a very special skill set. Not only does he manage some of our highest priority projects, he is also a genuine subject matter expert when it comes to the inner workings of government. As an elected Township Trustee in a Michigan Township, he knows the advantages that come with modernizing the way government does business. Additionally, he serves as President of a registered 501c3 non-profit organization, Genesee Forward, that promotes community development. With his unique background and education from one of the nation's top universities, Thomas is uniquely experienced to give an honest and accurate assessment of your community's website needs.

- **Philosophy:** Learn as much as possible about our clients and use that knowledge to help build an amazing website.
- **Education:** BA degree in Political Science from University of Michigan;
- **Expertise:** Government procedure, special projects, public affairs, community development.
- **Role on your website project:** Project Manager

Joseph J Nagrant

Business Development Director

Joseph is an accomplished professional internet and website design consultant with more than 20 years of successful business development and account management leadership experience. He has worked with well over 400 townships, cities, counties, educational institutions, companies, and non-profit organizations. He's a foremost expert in translating technical solutions into compelling living websites and other online community building opportunities. Additionally, he is a board member for Mott Community College (Flint, MI) MTEC Center, IT Advisory Council, Education Advisory Group. He also participates in many government discussions regarding the Internet for government use, including being a frequent guest on WDET (NPR) public radio and in The Detroit News. He has an excellent reputation for building and sustaining effective, long lasting client relationships.

- **Philosophy:** "Put yourself in the client's shoes and do what is best for them."
- **Education:** BS in Electrical Engineering, Lawrence Tech University, MS in Business, Central Michigan University.
- **Expertise:** 29+ years of project, sales and marketing experience with government, education, corporate, and non-profit organizations.
- **Role on your website project:** Supervisor of account management between client and project team.

Ray Akshaya

Technical Director

Ray has 20+ years of extensive technical experience with internet and website solutions. He has worked on hundreds of government, non-profit and educational websites and has a keen eye for web visitor requirements, information architecture, and usability. He is also a long-time veteran of Revize Software Systems and our clients enjoy working with him. In his career, he has deployed and/or assisted with technical solutions for more than 500 websites. When working on a project, Ray always visualizes himself in the client's chair at the closing stages of the project and makes sure that all decisions made on a project are in alignment with the client's vision and best practices for developing the system.

- **Philosophy:** "Work Hard, Help People and Live Honest."
- **Education:** MS in Engineering Science, Louisiana State University, Baton Rouge
- **Expertise:** Client Management, Project Management, Technology Development for CMS & Web Apps
- **Role on your website project:** Technical Director

Samir Alley

Creative Director

Samir has more than a decade of experience in managing web site design projects. He has deployed 360+ municipal websites and has a solid background in web design and the latest web technologies. Formerly with Google, Samir is a leader equipped to handle any kind of sophisticated web project. He is an exceptional communicator with an innate listening skill that gives him the ability to understand and deploy a client's unspoken needs. Samir's blend of creativity, proficiency, and technical knowledge is unsurpassed in the industry.

- **Philosophy:** "Empathy, Focus, and… Impute"
- **Expertise:** Web Project Management - Adobe Design Premium CS5.5: Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Fireworks, HTML, CSS, CSS3, SEO, PHP, JavaScript, MySQL, JQuery and HTML5.
- **Role on your website project:** Graphic design of website and backup support.

Denise Brazier

Project Manager/Trainer

Denise is an educator by nature. Her 20 years of experience in the public school system has made her a master of engaging participants during training. She effortlessly builds effective relationships with all clients. Denise has served as Advisory Counselor, Coordinator, Publicity Director, and Project Manager for several organizations in the education, non-profit and public sectors. She has been appointed to the state's quality committee evaluating organizational policies and procedures for recognition.

- **Philosophy:** "Always explain things in the terms of your audience to ensure their understanding"
- **Education & Training:** MS in the Art of Education from Marygrove College. Certification in Secondary Education
- **Expertise:** Training, education, teaching, public affairs and project management.
- **Role on your website project:** Trainer for the Content Management toolset and project manager

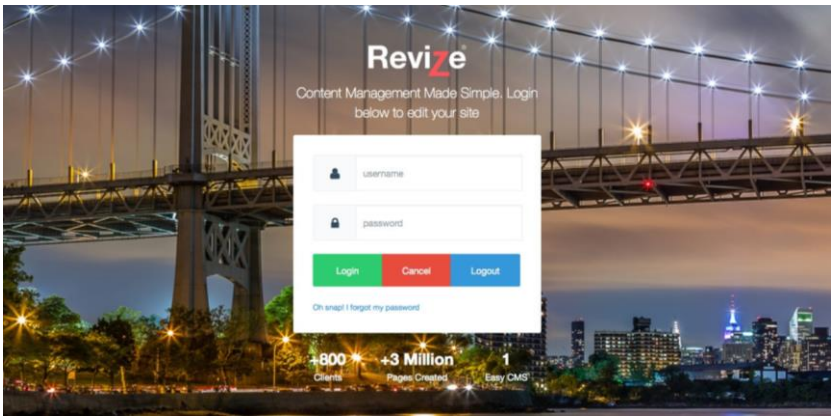
Did you know?

Revize will put together a project team based on the unique needs of your project!

Revize Government CMS User Interface

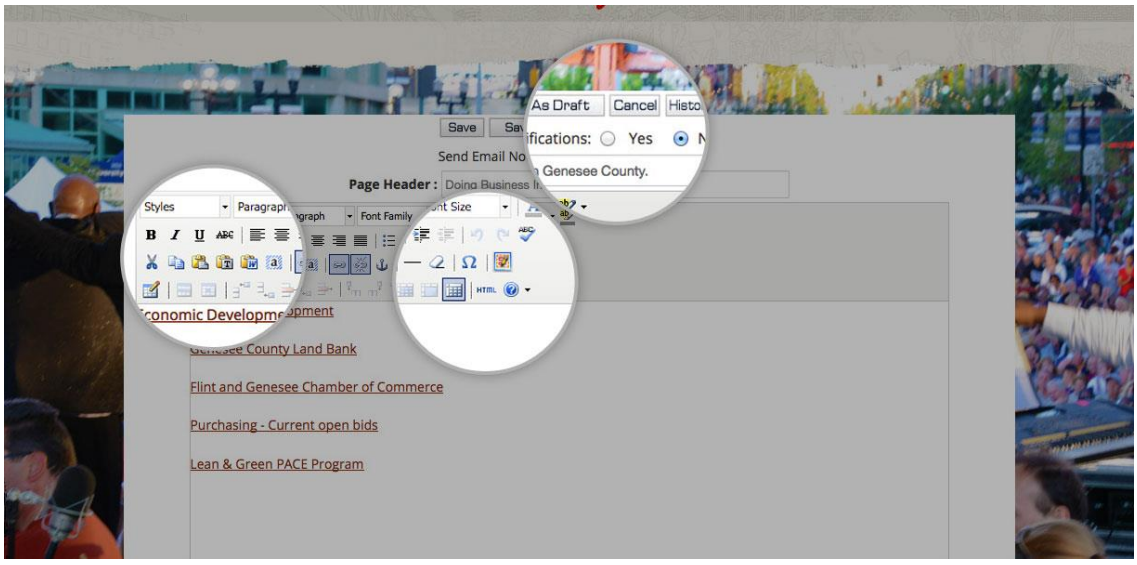
1. Revize CMS User Interface Home Page

2. Users simply browse to a page that they want to edit, select the Login button, and then insert their Login Name and Password into a login screen as shown below.



3. Edit buttons appear on the page after the Login executes. Based on users roles/permissions, the appropriate buttons are displayed.

The input form appears as shown below. Content Editors can change banner, page heading and the content displayed in the center of the page. Notice the content is changed using a “Word Like” editor.



After the page is “saved”, the page can be sent to an approver for review or immediately published to the web site.

Revize Quote

Phase 1: Project Planning and Analysis, SOW	$1,500
Phase 2: Discovery & Design from scratch - One concept, three rounds of changes, home page template and inner page design and layout, includes Responsive Web Design.	$6,500
Phase 3 & 4: Revize Template Development - Set-up all CMS modules listed on the following page with linking to any additional 3rd party web application. You also receive all updates to all CMS modules for the life of your Revize relationship. And you own the technology, design and content!	$9,300
Phase 5: QA Testing	$1,900
Phase 6: Site map development and content migration including spell checking and style corrections – up to 1,000 webpages and documents on current website	$3,700
Phase 7: Content editing and site administration training (Free Re-Training)	$900
Phase 8: Go live!	Included
Annual tech support, CMS software updates (unlimited users), and website health checks. website hosting Included free of charge (Unlimited storage space): First Year Included!	$3,400
Grand Total (1st year) Second year and onward investment	$23,800 $3,400/year

Payment Options

Revize provides a free website redesign during year four of service!

"Pay as we Build"

The "Pay as we Build" payment option is our most requested payment method. This option does not require any payment up front whatsoever. You only pay after we complete certain phases of the project. Revize will invoice for 1/3rd of the project cost after the completion of phase 3; The next third after the completion of phase 6; And the final third before the go live of the website. This option allows you to pay upon the completion of work by Revize, instead of up front. Invoices are Net 30.

Optional Payment Plan – The Revize Client First Plan

The Revize Client First Plan offers local governments an alternative payment plan that makes it easier to purchase a new website on your budget and spreads the one-time project design and development costs over a longer period of time.

Through a minimum three-year contract, The Revize Client First Plan dramatically lowers the one-time project development and start-up costs of launching a new website. What Revize does is combine the one-time and recurring fees and spreading them over the life of the contract. And because we value our continuing relationships with our customers, those who extend their contract beyond the three-year minimum will receive a redesign at the end of their fourth year with Revize Free of Charge.

Included Features:

The Following Applications & Features will be integrated into Your Website:
In addition to the Government Content Management System that enables non-technical staff to easily and quickly create/update content in the new web site, Revize provides a suite of applications and features specifically designed for municipalities. All of those apps and features are fully described in the following section. The applications and features are grouped into five categories:

- Citizen's Communication Center Apps
- Citizen's Engagement Center Apps
- Staff Productivity Apps
- Site Administration and Security Features
- Mobile Device and Accessibility Features

Citizen's Communication Center Apps

- Notification Center with Text/Email Alerts
- Bid Posting
- Document Center
- Email Notify
- FAQs
- Job Posting
- Multi use Business Directory
- News Center with Facebook/Twitter Integration
- Online Forms
- Photo Gallery
- Quick Link Buttons
- Revize Web Calendar
- "Share This" Social Media Flyout App
- Sliding Feature Bar
- Language Translator

Citizen's Engagement Center Apps

- Citizen Request Center with Captcha
- Public Service Request
- Public Records Request App
- Citizen Connect (Community Blog)
- Online Bill Pay
- RSS Feed

Staff Productivity Apps

- Agenda Posting Center
- Job Posting App
- Image Manager
- iCal Integration
- Intranet
- Link Checker
- Menu Manager
- Online Form Builder
- Staff Directory
- Website Content Archiving
- Website Content Scheduling
- Newsletter App

Site Administration and Security Features

- Audit Trail
- Auto Site Map Generator
- Dreamweaver Extension (Revize API)
- History Log
- Intranet (Secure Area)
- URL Redirect Setup
- Roles and Permission-based Security Mode
- Secure Site Gateway
- Unique Login/Password for each Content Editor
- Web Statistics and Analytics
- Workflows by Department

Mobile Device and Accessibility Features

- Font Size Adjustment
- Alt-Tags
- Responsive Website Design (RWD)

Revize Support Includes

- 8 AM – 8PM EST Phone Support (Monday thru Friday)
- 24X7X365 Portal and Email Support
- Staff provides assistance and answers all questions
- Dedicated support staff
- New/existing user training
- Free Training Refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- E-Newsletter Module support
- Automatic upgrade of CMS modules, such as Calendar, Document Center, etc.
- Four major CMS upgrades per year
- Software and modules upgrades (automatic install)
- Server hardware and OS upgrades
- Immediate bug fixes/patches
- Round the clock server monitoring
- Data Center Network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly Newsletters on major feature updates
- Regular webinars on CMS features and usage

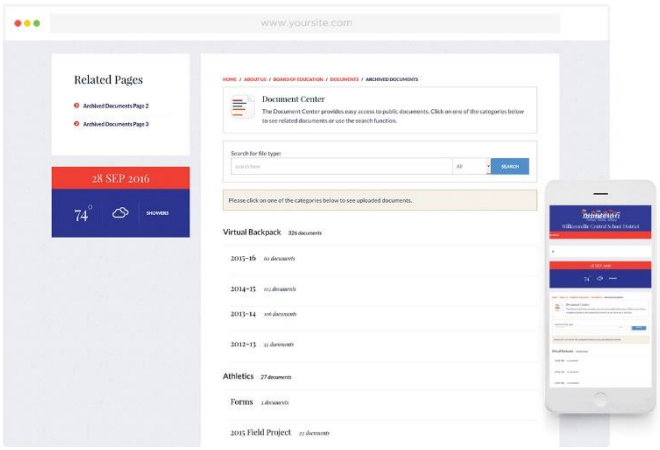
Did you know?

Revize updates your Content Management System an average of 4 times per year!

Citizen's Communication Center Apps

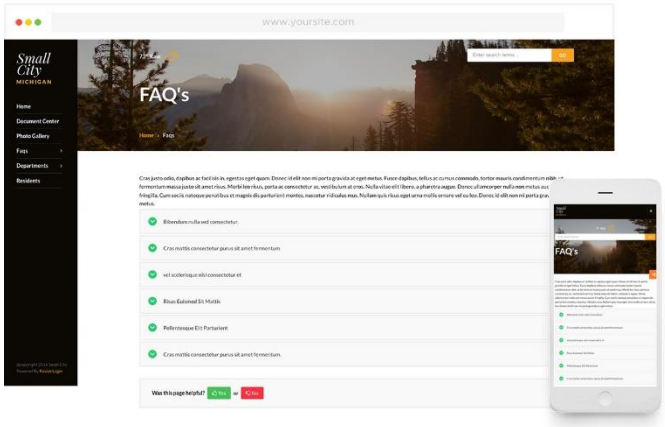
DOCUMENT CENTER APP

Revize helps clients save thousands of dollars each year in employee time and resources with our Document Management Center. Using this module you can create and archive the documents your site visitors need: applications, brochures, manuals, policy and data sheets, research papers, meeting minutes, and more. By providing all of your documents online, your site visitors can access them 24/7 – usually within two clicks -- and you won't incur any printing or postage costs.



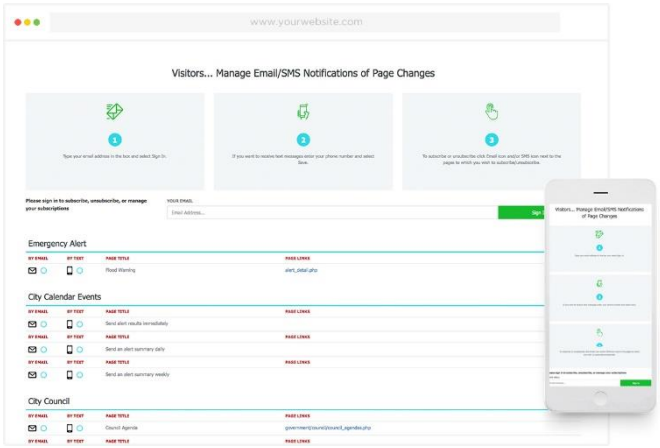
FAQ

FAQ's make it easy for site visitors to find answers to common questions and will greatly decrease the number of calls coming into your switchboard each day. In fact, within six weeks of a Revize website launch, our clients typically experience a significant decrease in the number of daily phone calls... some by as much as 23%!



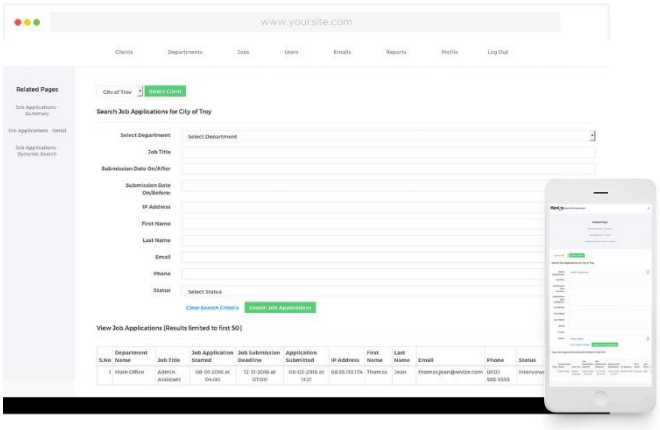
E-NOTIFY

Many of our municipal clients include an email/text notification option on their Meeting Minutes and Meeting Agendas pages so that interested citizens can sign up for automatic updates anytime there is a new posting.



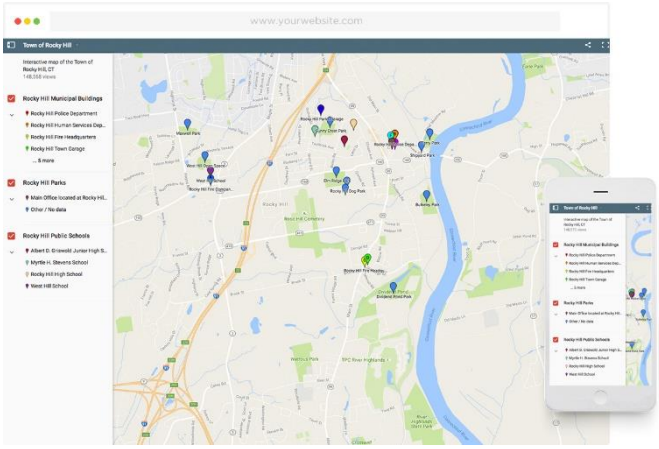
JOB POSTING

Revize's job postings app allows your site visitors to view and apply for open positions online. Postings are removed automatically based on the job expiration date input by your HR personnel. You can provide as much detail as you like and link to or upload any number of files that fully describe the job position. Best of all, with the form fill interface, new openings can be posted in minutes by non-technical staff.



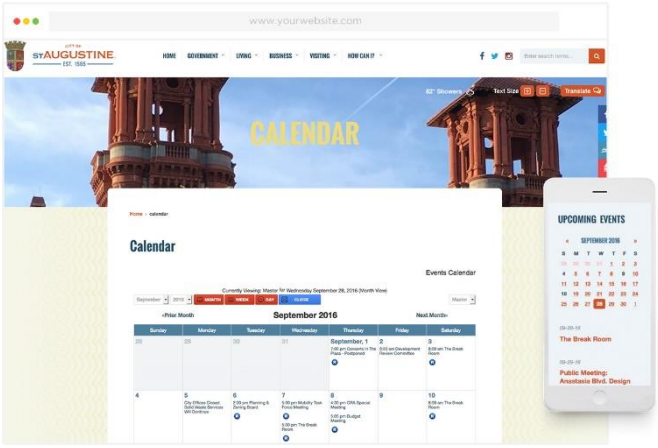
INTERACTIVE MAP

Not only does the Revize CMS ensure that your site is easy for visitors to navigate, we've made it even easier for them navigate the real world surrounding your location. Specific buildings, parks, bike paths, mass transit stations, nearby businesses, tourist attractions, parking lots, voter polling locations, and more are incredibly easy to identify with the familiar Google Maps highlighted with Pins.



CALENDAR APP

The Master/Sub Calendar provides an easy-to-use tool to enhance usability and encourage the communication of events both internally and externally. It provides visibility and transparency into activities, meetings, and events with a visually appealing display and easy to find event contact information. The ability to insert recurring events saves time by allowing you to create the event once then repeat automatically; great for Board and City Council meetings.



NOTIFICATION CENTER

You can't fool or control Mother Nature. But you can protect members of your community from her wrath. Posting e
mergency notifications on your home page, any other page, or throughout your site, this module allows your content editor to accurately explain the situation and instruct members of your community on the next steps to take.

BID POSTING

The Bid Postings App provides a simple and easy-to-use method for organizing and presenting bids, RFPs and RFQs online for vendors or local contractors interested in providing products and services to your community.

BUSINESS DIRECTORY

Ideal for municipalities, chambers of commerce or any membership organization, this module allows you to easily create and maintain a searchable directory for either members or businesses within the website. Listings can be added, removed and categorized by non-technical staff in a simple table interface.

NEWS CENTER WITH FACEBOOK INTEGRATION

Many of our municipal clients include an email/text notification option on their Meeting Minutes and Meeting Agendas pages so that interested citizens can sign up for automatic updates anytime there is a new posting.

ONLINE FORMS

Using this module, you can create -- from scratch -- an unlimited number of online forms on any page of your site using various field options such as long answers, radio buttons, drop-down lists, multiple choice, etc. Having online web forms provides a quick and easy alternative for users to communicate with you and provide important feedback, opinions or complete tasks online. These forms can be used to have web visitors contact you with questions, comments and requests, give feedback, volunteer, or to sign-up for various events, activities or programs.

QUICK LINKS

The Quick Links module allows site visitors to navigate to their areas of interest, much like FAQs. Examples for users: Where do I... Get Registered for Summer Camp Where do I... Get a Marriage License.

SHARING APP

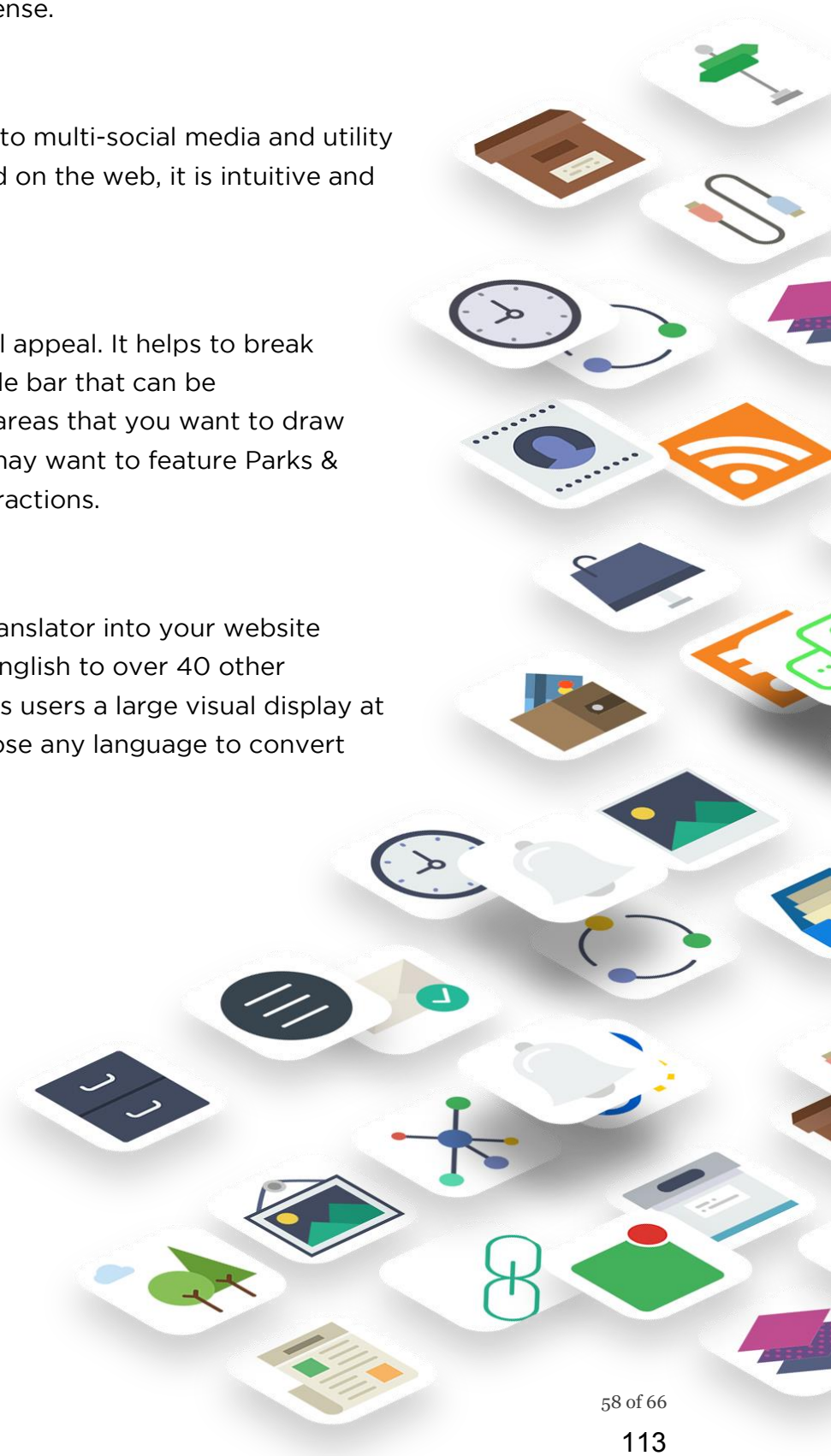
Provides a one click drop down to multi-social media and utility buttons. A common widget used on the web, it is intuitive and easy to use.

SLIDING FEATURE BAR

This feature is a mainly for visual appeal. It helps to break up pages with an interesting slide bar that can be populated with any subjects or areas that you want to draw attention to. For example, you may want to feature Parks & Rec, Landmarks and Tourist Attractions.

TRANSLATOR

Revize integrates the Google Translator into your website templates and translates from English to over 40 other international languages. Provides users a large visual display at the top of the web page to choose any language to convert the text into.



Citizen's Engagement Center Apps

PUBLIC SERVICE REQUEST APP

This app allows residents to submit requests based on a map view. Each time an issue is submitted, a staff member will receive an email notification. From there they are able to respond directly to the requests. Photo submission, automatic esclation, mobile app integration, and archived reporting make this one of our most powerful features!

CITIZEN REQUEST CENTER

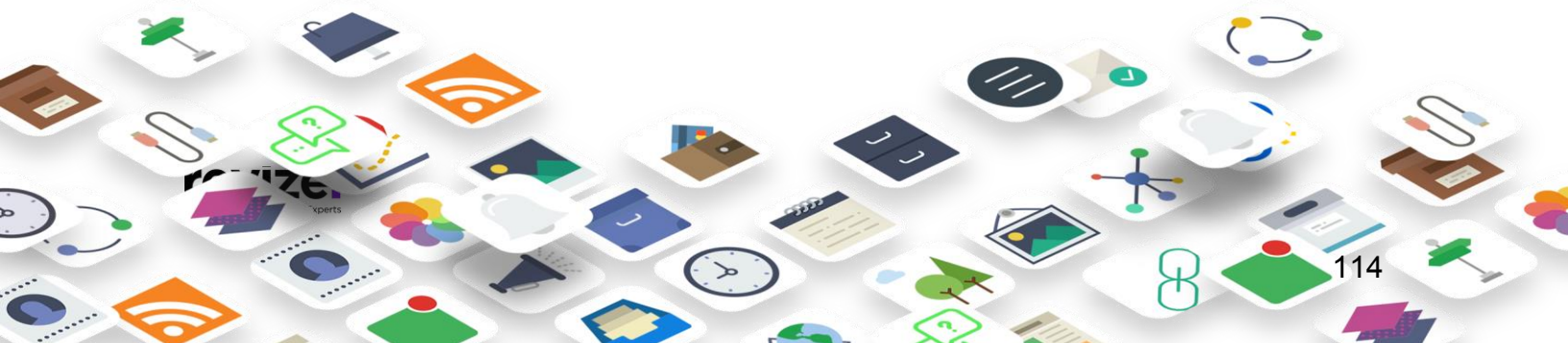
This app allows customers, residents, participants, students, or any website visitor to post requests online. By the use of a drop down menu, individuals can forward the request, idea, or comment to the party of interest. That item is then forwarded via email to the proper recipient. You can add or delete department names as well as individuals in the drop down menu at any time. Captcha is integrated to ensure each request is genuine and not a spam.

PUBLIC RECORDS REQUEST TRACKER

This app allows public to order copies of the public records maintained by a municipality. The request is routed to the record custodian within a department and automated response is generated with a unique tracking number. The system allows the full tracking, correspondence and online handling of all types of public record request. The record request form is very flexible and customizable for every municipality.

CITIZEN CONNECT

This app helps open up the lines of communication between administrators and their constiuents, increasing transparency and contiuent interaction. It is a blog that features the option to allow constiuent comments for feedback (comments can be moderated before being published to the website).



PARKS RESERVATION

This app allows the display of parks shelters and their amenities and to manage their availability to the public. A website visitor can search for facilities by type available, review the amenities for each facility and easily reserve the facility including the option to pay for its use.

ONLINE BILL PAY

Allows clients to set-up secure on-line payment processing for credit card transactions. Can be used for utility and tax payments; Purchasing items on-line; or making donations to non-profit organizations.

RSS FEED

Site visitors will be eating out of the palm of your hand with our RSS feeds module. Revize's CMS allows customers to generate RSS (Real Simple Syndication) feeds for any genre of news or events. RSS feeds are a trusted way to communicate important information to site visitors while ensuring that they remain engaged with your organization and regularly return to your site.

Staff Productivity Apps

AGENDA POSTING CENTER

Using this app, you can upload agendas, meeting packets, meeting minutes, proposals for review, and more, all into one area on your website for easy access and review before, during, or after each meeting. Old meeting agendas and information are archived per meeting for quick access at any time.

JOB POSTING APP

This app allows you to post a job and receive resume submissions online. Candidates can fill in all the fields and submit the job application online. Once the job application is submitted, a link to the filled in application form will be emailed to the responsible HR person which they can view, print and file for their records.

IMAGE MANAGER

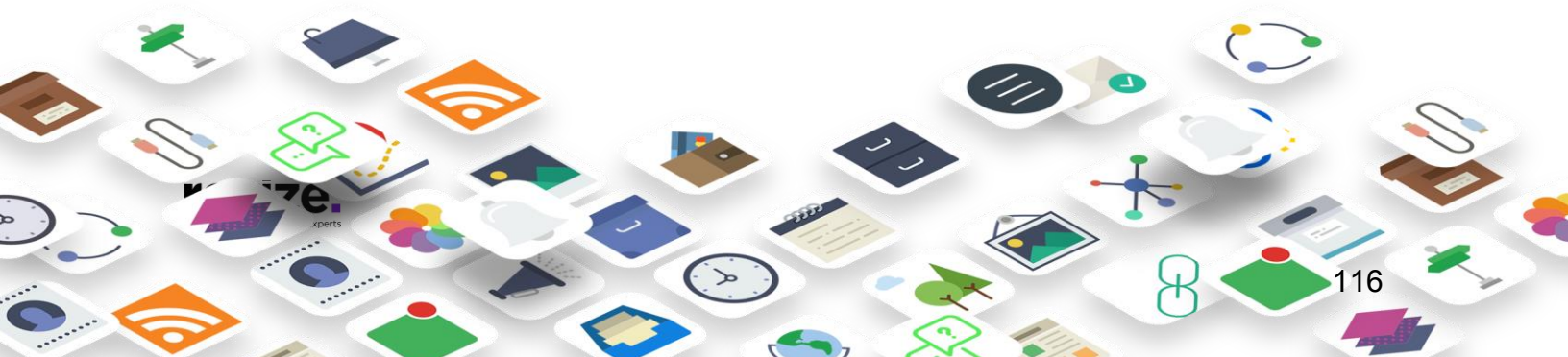
Allows approved staff to upload images from their computer or network folders. This very simple interface allows you to upload new pictures and stores uploaded pictures for reuse. Each department can create their own image folders and organize image libraries by department. Also, obsolete images can be deleted from the image library.

INTRANET

Provides a Dynamic CMS-enabled area with secure login to build out an entire Intranet for employee specific information only. It benefits your employees to have an internal organization landing page that can be updated with news, events, alerts and many of the same modules used on the extranet.

LINK CHECKER

When a new link is created, the Revize system checks if the URL (link) is valid or not. If not, an error message will be displayed. This benefits the Content Editor by double checking bad links before they are saved on your website.



MENU MANAGER

Allows approved content editors to add or edit site-wide top navigation, department or section specific links (e.g. left or right navigation). This feature gives you control to change and update the Navigation menus of your website for continuous improvement.

NEWS LETTER APP

The system allows non-technical staff to build attractive, informative newsletters and disseminate them with one click to everyone on your distribution list. Activity metrics include emails sent successfully to help you validate email addresses. The application provides the ability to import contact lists, upload images, add groups, assign contact lists to groups, as well as export lists.

ONLINE FORM BUILDER

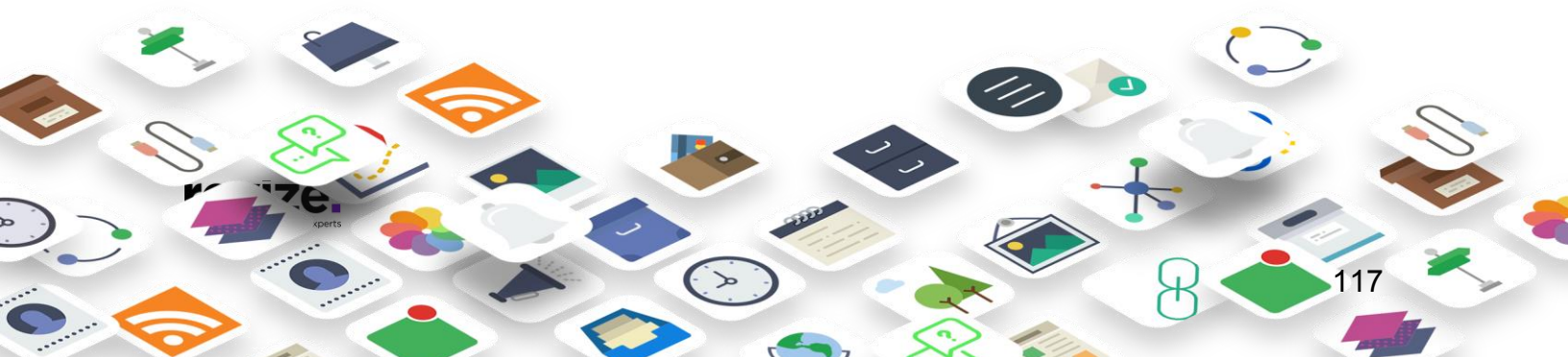
Having online web forms provides a quick and easy alternative for users to communicate with you and provide important feedback, or complete tasks online. These forms can be used to have web visitors contact you with questions, comments and requests, give feedback, volunteer, or to sign-up for various events, activities or programs.

WEB CONTENT ARCHIVE

Your site history will never be a mystery because all content edits for your site are archived on the Revize CMS database. Your content editors can click on the History button to view previous versions of a particular page or content block from your site.

WEB CONTENT SCHEDULE

This feature eliminates the possibility of having dated or past events being promoted on your site AFTER the event has passed, thus potentially undermining the perceived accuracy and currency of the site's content in the minds of your audience.



AUDIT TRAIL

This is a powerful administrative tracking tool that provides reports on the content change activities of any webpage within the system. The administrator can gauge how often the site is updated, which departments are most active; and also use the audit trail for recovery of data if necessary.

AUTO SITEMAP TOOL

Revize CMS provides this tool to automatically generate a sitemap. Anytime a new page is added or deleted from the system, the sitemap will republish to show the change. An up-to-date sitemap is very critical to boost the ranking of your website in different search engines.

HISTORY LOG

Administrators can view all the archived versions of any web page and restore any old/archived page. It is a very useful feature for referring to any archived legal documents or press releases.

ROLES/PERMISSION SETUP

Our CMS uses a role based authentication system where you can add individual user accounts and assign them system roles like Editor, Developer, Administrator, Workflow Approvers etc., or you can add roles for each department and assign department-specific roles to each user.

SECURE SITE GATEWAY

Provides a secure login area for either users of an intranet or users to access information not available to the general public. Once users are set-up with a secure login ID, they can manage their own password changes as necessary.

WEBSITE STATISTICS

Revize integrates Google's Web Analytics tool to track number of site visits, website traffic sources, etc. Your website administrator can run various reports to collect important data on the usage of your website.

WORKFLOWS BY DEPARTMENT

Provides a method for Supervisory Oversight of content updates. The process allows an authorized "approver" to compare the current page with the proposed new page content (side-by-side) for easy review and comparison.

"Our innovative solutions are custom-tailored to meet the needs of each individual client."

Did you know?

Revize installs new features into your content management system on a rolling basis!

Mobile Device and Accessibility Apps

ALT-TAGS

Use of alt tags for images, a required part of the Revize CMS image manager feature, allows vision impaired individuals to understand the content of the image.

FONT SIZE ADJUSTMENT

Provides the ability for users to change font size by clicking button to reach their desired size. Helps those with low vision to easily read information on your website.

RESPONSIVE WEB DESIGN

Revize uses pixel rendering Responsive Web Design to accommodate better viewing of text and graphics for any size screen, i.e., smart phones, tablets, iPads and iPhones.

Thank you

For Considering Revize

Prepared by Thomas J. Jean
150 Kirts Blvd. Troy, MI 48084
Ph: 248-269-9263 x16 Fax: 866-346-8880
www.revize.com

Revize Web Services Sales Agreement

This Sales Agreement is between The Golden Rain Foundation ("CLIENT") and Revize LLC, aka Revize Software Systems, ("Revize"). Federal Tax ID# 20-5000179 Date: 1-30-2020

CLIENT INFORMATION:		REVIZE LLC:
Company Name:	The Golden Rain Foundation Seal Beach, CA	Revize Software Systems
On Behalf of:	Leisure World Seal Beach	150 Kirts Blvd.
Company Address:	13533 Seal Beach Blvd.	Troy, MI 48084
Company City/State/Zip:	Seal Beach, CA 90740	248-269-9263
Contact Name:	Nataly Chigireva 562.431.6586 ext. 384	
Billing Dept. Contact:	natalyc@lwsb.com	
CLIENT Website Address:	www.lwsb.com	

The CLIENT agrees to purchase the following products and services provided by REVIZE:

Quantity	Description	Price
1	**Phase 1: Project Planning and Analysis, SOW, onetime fee:**	$1,500.00
1	**Phase 2 – Discovery & Design from Scratch, onetime fee:** • 1 mockup with up to 3 rounds of changes • Home page template and inner page design and layout. • Includes Responsive Web Design	$6,500.00
1	**Phase 3 & 4 – Revize Template Development, onetime fee:** • Set-up all CMS modules listed in this agreement • Integration with all 3rd party web applications	$9,300.00
1	**Phase 5 – Quality Assurance and Compliance Testing, onetime fee:**	$1,900.00
1	**Phase 6 – Content Migration up to 500 webpages & documents:** • Site map development/content migration from old website including spell checking and style corrections	$3,700.00
1	**Phase 7 –Content Editing Training, onetime fee:**	$900.00
1	**Phase 8 – Go Live:**	Included
1	Revize Annual Software Subscription, Tech Support, CMS Updates, Website Hosting, Unlimited Users, Unlimited GB website storage, 100GB/Month Bandwidth, SSL Certificate pre-paid annual fee:	$3,400.00
1	**Grand Total First Year**	**$23,800.00**

Payment Schedule

Payment Amount	Payment Date	Includes
$ 17,850.00	3/1/2020	75% 1st Year Project Costs
$ 5,950.00	6/1/2020	25% 1st Year Project Costs
$ 3,400.00	3/1/2021	Year 2 of Annual Hosting & Maintenance
$ 3,400.00	3/1/2022	Year 3 of Annual Hosting & Maintenance
$ 3,400.00	3/1/2023	Year 4 of Annual Hosting & Maintenance

Terms:

1. Payments: All Invoices are due upon receipt. Work begins upon receiving initial payment.
2. Revize requires a check for $17,850 to start this project. Remainder of cost balance due on 6/1/2020.
3. Additional content migration, if requested, is available for $3 per web page or document.
4. Additional bandwidth is available at $360 per year for each additional 50GB per month.
5. Additional website storage is available at $1,000 per year for each additional 5GB website storage.
6. This agreement is the only legal document governing this sale & Proper jurisdiction and venue for any legal action or dispute relating to this Agreement shall be the State of Michigan..
7. Both parties must agree in writing to any changes or additions to this Sales Agreement.
8. CLIENT understands that project completion date is highly dependent on their timely communication with Revize. CLIENT also agrees and understands that;
    a. The primary communication tool for this project and future tech support is the Revize customer portal found at https://support.revize.com.
    b. During the project, CLIENT will respond to Revize inquiries within 48 hours of the request to avoid any delay in the project timeline.
    c. CLIENT understands that project timelines will be delayed if they do not respond to Revize inquiries in a timely manner.
9. Revize will provide a free redesign of the website in year 4 of the agreement. This assumes the City agrees to 4 consecutive years of annual software subscription, tech support, CMS updates, and hosting.
10. CLIENT owns design, content, and will receive periodic updates to the CMS for the life of the contract.
11. Unless otherwise agreed, Revize does not migrate irrelevant records, calendar events, news items, bid results, low quality images, or data that can reasonably be considered non-conforming to new website layout.
12. Storage is limited only to relevant website data. Unreasonably large folders of documents or images are not permitted. Examples include, but are not limited to, plat/property maps, tax records, GIS data, etc.
13. After content migration, CLIENT is responsible for any additional content cleanup. This includes, but is not limited to, resizing photos, reformatting text, replacing photos/icons, consolidating unwanted content, adding future calendar events, and general prep of the site before go live. CLIENT will also have the ability to add new photos, content, and pages.
14. Revize will make every reasonable effort to build the new website to meet the WCAG 2.1 AA compliant standard. CLIENT understands that design & development choices may be limited in order to achieve/maintain that standard. CLIENT further understands that they have a role in maintaining that standard after go live of the new website.

Enterprise Revize CMS License

As part of this agreement Revize Software Systems, LLC. will provide to the CLIENT a full Enterprise Revize CMS Software license. This software is a proprietary software built and maintained by Revize Software Systems LLC. and is intended to allow for the CLIENT to easily update the content of their website. CLIENT agrees that this license will only be used to maintain the websites included in this agreement. Sharing of the content management system, by the CLIENT, with other entities not identified in this agreement is prohibited.

Revize will maintain, update, and host the Revize CMS during the contract period. In the event that the contract is terminated, for any reason, Revize will provide the latest version of the Revize CMS to the CLIENT. This system will then have the ability to be hosted and used by the CLIENT as long as they wish. Revize will provide reasonable support in transferring the CMS system to the CLIENT's decided upon hosting architecture.

Products CLIENT Owns Include:

- Revize CMS License
- Hosted Website
- Source Files
- All Included Revize Web Applications
- Design & Page Content

AGREED TO BY:	***CLIENT***	***REVIZE***
Signature of Authorized Person:	_____	_____
Name of Authorized Person:	_____	***Thomas Jean***
Title of Authorized Person	_____	***Project Manager***
Date:	_____	_____

Please sign and return to: Thomas@revize.com Fax 1-866-346-8880

Revize will integrate the following web applications into your website

Citizen's Communication Center Apps

- Notification Center with Text/Email Alerts
- Bid Posting
- Document Center
- Email Notify
- FAQs
- Job Posting
- Multi use Business Directory
- News Center with Facebook/Twitter Integration
- Online Forms
- Photo Gallery
- Quick Link Buttons
- Revize Web Calendar
- "Share This" Social Media Flyout App
- Sliding Feature Bar
- Language Translator

Citizen's Engagement Center Apps

- Citizen Request Center with Captcha
- Public Service Request
- Public Records Request App
- Citizen Connect (Community Blog)
- Online Bill Pay
- RSS Feed

Staff Productivity Apps

- Agenda Posting Center
- Job Posting App
- Image Manager
- iCal Integration
- Intranet
- Link Checker
- Menu Manager
- Online Form Builder
- Staff Directory
- Website Content Archiving
- Website Content Scheduling
- Newsletter App

Site Administration and Security Features

- Audit Trail
- Auto Site Map Generator
- Dreamweaver Extension (Revize API)
- History Log
- Intranet (Secure Area)
- URL Redirect Setup
- Roles and Permission-based Security Mode
- Secure Site Gateway
- Unique Login/Password for each Content Editor
- Web Statistics and Analytics
- Workflows by Department

Mobile Device and Accessibility Features

- Font Size Adjustment
- Alt-Tags
- Responsive Website Design (RWD)
- WCAG 2.1 AA ADA Compliant