



NEW WEBSITE PROPOSAL

Prepared for: City of Tontitown, Arkansas

Prepared by: Lee Ann Kendrick, Lake Designs Associates

Date: May 1, 2018

PROJECT DESCRIPTION:

Our overall goals and objectives for this project are:

- Recreate Tontitown municipal website in a better Content Management System that is more user-friendly and reliable, as well as easier for staff to maintain.
- Utilize latest web technology in order to more easily maintain and grow the city's web presence and its offerings to citizens.
- Upgrade/integrate the automated database systems in place for posting ordinances, agendas, minutes, bids, notices, community news, etc.
- Recreate existing online applications/forms in a safer, more reliable software system.
- Provide consistent "responsive display" for mobile devices, to include responsive display design for online forms/applications.
- Reduce regular website maintenance fees required with existing system
- Reduce increasing security risks associated with current website software (Joomla)

TIMING:

The project outlined in the proposal can begin immediately and be completed within a one-three month period, pending timely leadership team approval of components developed, designs and their revisions, etc.

RESPONSIBILITIES AND RIGHTS:

Tontitown, AR will be responsible for all internal scheduling, reasonable access to key personnel, on-site support and coordination of site visits (for training, etc.). All projects developed exclusively for and by request of Tontitown, AR will remain the property of Tontitown, including, but not limited to, all graphic design work performed by Lake Designs for the purpose of creating a new website. We agree to immediately apprise each other of any intelligence or findings that would impact the success of the project so adjustments may be considered.



City of Tontitown

ESTIMATE AGREEMENT
5/01/18

Website Development: *Redesign/development of city website on Content Management System (CMS): WordPress*

- Initial website graphic design / navigational system
- CMS installation/database configuration/server-side setup; application of design to CMS
- Installation/configuration of internal content/pages (app. 75); transfer of existing basic page content
- Programming for integration of database(s) transfer from existing site (ordinances/agendas/minutes, bids, etc.)
- Physical data transfer of files/data from old server to new (ordinances/agendas/minutes, etc.)
- Purchase of professional plugins (advanced form builder, calendar system, migration tools, etc.)
- Installation/configuration of WordPress plugins (migration, calendar, forms builder, security, etc.)
- Recreation and testing of existing online web forms/applications (app. 65) on new system/plugin
- Website updates/management training (simple updates, news, ordinances, agendas, applications, etc.)
- Project coordination/management/testing (in multiple media)
- SEO (search engine optimization) updates/redirects (for optimal search engine performance)
- Google maps API registration, setup, and configuration
- Site preparation for search engine readiness and performance

Website Design and Production:

Initial design / home page / navigation @ 6 hrs	\$420.00
CMS installation / configuration / design skinning @ 8 hrs	\$560.00
Professional plugin fees	\$200.00
Creation/transfer of internal pages, etc. @ 25 hrs.	\$1,750.00
Database programming/transfers/testing.....	\$2,500.00
WordPress plugins install/configure @ 3 hrs	\$210.00
Recreate/test online forms in new system @ 30 hrs.....	\$2,100.00
Google maps API registration/setup	\$100.00
Website management training @ 4 hrs	\$280.00
Project management/testing @ 4 hrs.....	\$280.00
SEO redirects from old pages to new @ 1 hr	\$70.00
Search engine preparation / testing @ 1 hr	\$70.00
Total	\$8,540.00

Terms & Conditions

This estimate does not include such items as printing fees, stock photography, photo prints, illustrations, copywriting, etc. unless otherwise stated. These items will be itemized separately on our invoice, or billed directly from providers. Any work requested by your business or organization after approval of this estimate agreement will be considered new work and will be billed in addition to the original estimate. This estimate is based on the outline of product described in the outline provided. If the scope or nature of the job changes to such an extent that the original agreement/outline is no longer applicable, or if design changes are requested after design approval is granted, a new estimate will be submitted before work can proceed. This will include design changes requested after website design is approved, and site is still in production.

This Estimate Agreement reflects the time and technology estimated to produce the products defined on the project outline above, and is subject to change if the project output is increased. One-half of this project estimate is due upon acceptance of this proposal, with the remaining half due upon completion of the project. These costs do not include website hosting charges or domain registration/server set-up.

1. Time of Payment

All invoices are payable within thirty (30) days of receipt unless otherwise indicated. A 1 1/2% monthly service charge is payable on all overdue balances. The grant of any license or right of copyright is conditioned on receipt of full payment.

2. Estimates/Quotes

The fees and expenses shown are minimum estimates/quotes only. Final fees and expenses shall be shown when invoice is rendered. Client's approval shall be obtained for any increases in fees or expenses that exceed the original estimate/quote by approximately 15% or more.

3. Changes

Client shall be responsible for making additional payments for changes requested by Client in original assignment. However, no additional payment shall be made for changes required to conform to the original assignment description.

4. Expenses

Client shall reimburse Designer for all additional expenses arising from this assignment (such as shipping, domain registration fees, etc.), including the payment of any sales taxes due on this assignment. Client shall advance Designer 50% of Estimate Agreement for all design/production work, \$4,270.00, with the balance of the total project cost due upon completion.

5. Cancellation

In the event of cancellation of this assignment, ownership of all copyrights and the original artwork is retained by the Designer and a cancellation fee for work completed, based on the contract price, work completed and expenses already incurred, shall be paid by the Client.

6. Ownership of Artwork

The Designer retains ownership of all custom original artwork (such as custom illustration), whether preliminary or final unless otherwise negotiated prior to initiation of the project, with the exception of logo/branding artwork. The Client shall return such artwork within thirty (30) days of use.

7. Releases

Client will indemnify Designer against all claims and expenses, including reasonable attorney's fees due to uses for which no release was requested in writing or for uses which exceed authority granted by a release.

8. Modifications

Modifications of the agreement must be written, except that the invoice may include and Client shall be obligated to pay fees or expenses that were authorized orally or by email in order to progress promptly with work.

Consented and Agreed to:

Notes: _____

Date: _____

Company: _____

Authorized Signature: _____

Work will begin once the contract/deposit is received. Please mail this signed contract, along with the deposit notated in #4 above, to:

**Lake Designs Associates
834 E. Jackson Drive
Fayetteville, AR 72701**