



# Village of Allouez Website RFP 3/14/23

# Proposal Outline

1. Base Bid
2. Additional Bid
3. Hosting and Maintenance
4. Team & Relevant Experience
5. Proposed Project Schedule
6. Training Overview
7. Other Items/ Assumptions

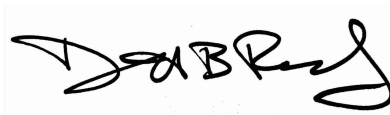
## BRING Intro

Thank you for the opportunity to reply to your website RFP. As you know, we have worked closely with the Village of Allouez for 10 years and look forward to continuing our relationship, providing brand-led website services and support.

We started as Burnham Richards Advertising in 2002 and evolved into BRING Studios because we wanted a name that internally explained what we do every day and externally explained what a client could expect. Yes, we take direction, play extremely well with others, and always BRING value by thinking differently about an idea, strategy, alternative, or creative twist.

The first example of this thinking is to include the requested information- then create an RFP website that houses the same content but in a more engaging way. So, feel free to switch over to <https://bringresults.com/allouez-rfp/>

Sincerely,

A handwritten signature in black ink, appearing to read "Dan Brung". The signature is stylized with a large, sweeping initial "D" and a long, horizontal stroke extending to the right.

# 1. Base Bid

As requested, we have split our bid into two sections. The base bid reflects the scope to redesign, migrate top-level content, and include a CMS with continued web support and maintenance.

Specifics include:

- a. Designing and building the basic site, including migrating content for existing pages, and a site map
- b. A content management system that easily translates to any host and is easy to manage
- c. Detailed annual web content management software licensing, support costs, and any other products or services associated with the construction, completion, and continued support/maintenance of the site

# 2. Additional Bid

The additional bid outlines alternate items and features to be included in the website—budget permitting. After we perform a Web Audit to determine areas of technical needs and updates along with goals, we will recommend other enhancements to the website. We had addressed the RFP alternate items below.

Specifics include

- a. The cost of hosting the website and annual maintenance fees. [See section 3.](#)
- b. Migrating all content from existing site beyond the top level. [We plan to copy the existing site and build a new theme around the current content. This will, also maintain SEO built over the last 10 years.](#)
- c. Increased functionality including all or some of the functions listed based on knowledge and experience with such functions including:



i. Easy to manage interactive events calendar. We plan to provide a calendar solution the can be filtered by event type. (board meetings, public works, community events etc.)

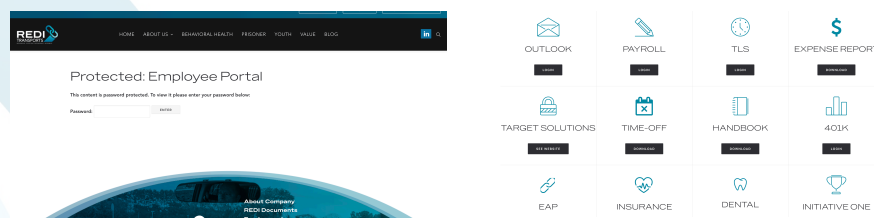
ii. Intuitive site search capability. We plan to add a robust site search functionality along with a revised mega-menu for improved UX and navigation. See below.



iii. Emergency notifications to residents. We will incorporate an SMS system link into the website so residents and businesses can sign up for text content and alerts.

iv. Integration with social media (current focus being Facebook) We will bring the VOA Facebook feed directly into the website.

v. Intranet feature with log in capabilities to allow for secure uploading of board and commission packets including agendas and confidential forms. We will create a log in portal similar to one we built for REDI Transports (below) that would facilitate uploads, forms, and confidential information.



vi. Make current forms submittals for the website and emailed to different departments. Covert 23 existing forms into electronic, submittable forms.

## BID SUMMARY DOCUMENT

Base Bid Items:	Dollar Amount
1. Designing and building the basic site, including migrating content for existing pages, and a site map	\$18,000
2. A content management system that easily translates to any host and is easy to manage	Included in #1.
3. Detailed annual web content management software licensing, support costs, and any other products or services associated with the construction, completion, and continued support/maintenance of the site	See Alt #1 below
<b>TOTAL BASE BID:</b>	<b>\$18,000</b>

Alternative Bid Items:	Dollar Amount
Please indicate the dollar amounts if items are separate charge amounts or indicate if they are included in the base bid.	
1. The cost of hosting the website and annual maintenance fees. Please identify the quality of service that will be offered by the web hosting company	Hosting/maintenance \$2,400/year ADA compliance \$1,200/year Form hosting \$600/year
2. Migrating all content from existing site beyond the top level	All content- included. 23 forms made electronic \$8,280* Secure login area for files/content \$4,800*
Increased functionality including all or some of the functions listed based on knowledge and experience with such functions including:	
1. Easy to manage interactive events calendar	Included in Base Bid
2. Intuitive site search capability	Included in Base Bid
3. Emergency notifications to residents	3rd party SMS alerts- \$300-\$600/yr
4. Integration with social media (current focus being Facebook)	Included in Base Bid
<b>TOTAL ALTERNATE BID:</b>	<b>\$13,080* Plus \$4,800/yr</b>

### 3. Hosting & Maintenance

BRING would continue the Village of Allouez hosting and maintenance plan at the simple level, and provide the same support and attentive repose to website issues and updates. See annual hosting plan below.



#### HOSTING AGREEMENT

	Basic	Simple	Ecom/Multi	Advanced
<b>HOSTING STORAGE</b>				
Data storage allowance	1G	2G	5G	5G
Offloading content storage available	X	optional	optional	optional
Secure hosting & daily backups, CDN, firewall & malware protection	Included	Included	Included	Included
Secure staging site (offline post-launch updates)	X	Included	Included	Included
Access to database	X	X	Included	Included
<b>MAINTENANCE/SUPPORT</b>				
Planned maintenance. Theme and plugin updates. <i>Monthly average of time.</i>	X	1hr/mo	2hr/mo	2hr/mo
Online help desk	X	Included	Included	Included
Google Analytics - automatically scheduled report	X	Included	Included	Included
<b>SEO</b>				
<i>Basic content strategy, keyword research, metadata customization, open graph is <b>included during development.</b></i>				
Sitespeed Integration and Image compression	X	Included	Included	Included
Content strategy & development	X	X	X	Included
<i>Content strategy &amp; development can include defining pillar pages, planning ongoing content based on search relevance, ghostwriting blog posts, creating landing pages or other content types, sharing to social media, and reports on domain authority and analytics.</i>				
Google Search Console management	X	X	X	Included
Google My Business management	X	X	X	Included
<b>WEBSITE FEATURES</b>				
Access to premium forms, maps, site search	Included	Included	Included	Included
Access to premium plugins	X	up to 3	up to 5	as needed
Ecommerce (custom quote over 50 products)	X	X	<50 products	optional
Multi-site platform (>1 Additional cost per site)	X	X	Included	optional
Accessible Web Solutions ADA Compliance	optional	optional	optional	Included
<b>PRICING</b>				
	Basic	Simple	Ecom/Multi	Advanced
	\$750.00	\$2,400.00	Custom	Custom

## 4. Team & Relevant Experience

Since 2002, BRING Studios has been designing and developing websites around our clients' brands. Recent updates in technology have streamlined and expedited the process through the WordPress platform. As in construction, WordPress is the solid, tried and true foundation, upon which we create custom website solutions. The samples below share similar features, design or purpose to the new VOA website.

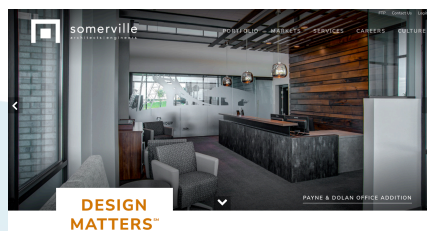


### Village of Allouez

Brad Lange Village Administrator - [Brad.Lange@villageofallouezwi.gov](mailto:Brad.Lange@villageofallouezwi.gov)

Website: [www.villageofallouezwi.gov](http://www.villageofallouezwi.gov)

Points of Interest: Department organization, event calendar, mega-menu navigation.



### Somerville Architects & Engineers

Heather Nohr, Marketing Director - [hnohr@somervilleinc.com](mailto:hnohr@somervilleinc.com)

Website: [somervilleinc.com](http://somervilleinc.com)

Points of Interest: Visually driven design, team bios, filtered project gallery

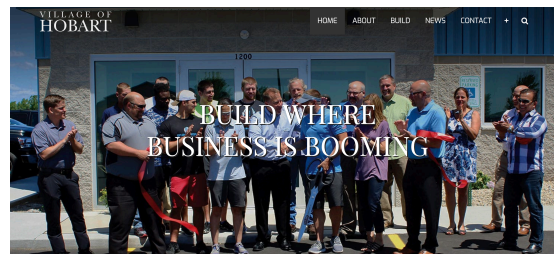


## OSMS

Darin Schumacher, Marketing Director - [dschumacher@osmsgb.com](mailto:dschumacher@osmsgb.com)

Website: [osmsgb.com](http://osmsgb.com)

Points of Interest: Filtered doctor profiles, interactive location map, intuitive mega-menu architecture

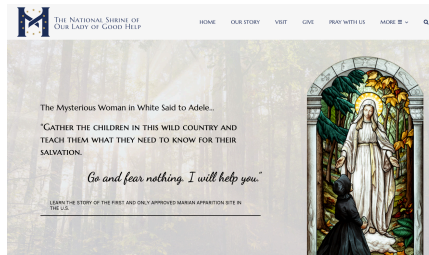


## Build In Hobart

Erica Berger, Deputy Clerk/ Treasurer - [erica@hobart-wi.org](mailto:erica@hobart-wi.org)

Website: [www.buildinhobart.com](http://www.buildinhobart.com)

Points of Interest: Large scenic images, tax calculator, zoning maps,



## **The National Shrine**

Chelsey Hare, Marketing Director - [chare@championshrine.org](mailto:chare@championshrine.org)

Website: [championshrine.org](http://championshrine.org)

Points of Interest: Visually-led design, 360° virtual tour, historical section, mega menu, dynamic donation forms

## **Other Municipal Experience:**

Definitely De Pere- original logo and website development.

City of Algoma- Original logo, brand campaign and website

Town of Ledgeview- Original brand & logo, website, signage, monuments.

The BRING team will consist of 3 disciplines to achieve optimum results. As a team we have worked together on many accounts and projects, refining processes and delivering solutions for clients across brand, web and video projects.



#### **David - Account Solutions Manager**

David studied advertising in London before moving to Minneapolis and working as Creative Supervisor at Olson, Fallon, and VML. After working at Goltz Seering in Green Bay, he went on to start Burnham Richards Advertising in 2002 and has created brand-led websites and content for OSMS, Somerville, BayOral, Xperience Fitness, and HJ Martin.

He brings to the project:

- Open Communication/Expectation Setting
- Account/Project Management
- Estimating/Budget Tracking
- Creative/Brand Direction
- Concepting/Copywriting



#### **Amber - Digital Solutions Manager**

Amber studied Graphic Design at NWTC and brings over 12 years of website design and development experience to the account. With on the job training, she became fluent in HTML before mastering Wordpress, Woo-commerce and SEO best practices. Amber has built brand-led websites for OSMS, The National Shrine, REDI Transports, Somerville and Tadych Investments:

She brings to the project:

- Graphic Design Aesthetics & Disciplines
- UX Design/Information Architecture
- Web Design/Programming
- Web Maintenance/Support
- Analytical Reporting
- Hosting & DNS Management



### Stacy - Brand Solutions Manager

With 25 years of brand advertising experience, Stacy carries an impressive resumé of past agency accounts, including Harley-Davidson, Mack Trucks, Minnesota Office of Tourism and Polaris Snowmobiles, Watercraft and ATVs. Stacy managed clients on the account side, leading both strategy and brand development.

She brings to the project:

- Brand Strategy
- Account Direction
- Content Supervision
- Process Management
- Operations





## Approach- 3 Phases

Our approach to website development is the same, no matter site size or industry. We focus on bringing brand-led results through creative, video, and digital solutions. Therefore, before jumping straight into web development, we thoroughly get acquainted with the brand and plan how we can strategically communicate its strengths throughout the website. This insight comes from our Web/Brand audit that we execute at the start of the process. See below.



### Brand/WEBSITE Audit

An integral part of our web development process is to gain brand insight from our clients. Your website will be built on the foundation of a brand promise that highlights your point of differentiation. Your brand promise will then be communicated throughout the website with brand-led content, design and functionality.

The following questions will make sure that we are on the same page strategically and structurally and that your site is delivering upon the agreed objectives.

Business Overview	
1	Please describe your organization in one sentence.
2	What is your brand's position or tagline?
3	Please give a brief history of your organization.
4	What three words best describe your strengths?
5	What are the areas of weakness in your organization?
6	What is the external perception of your organization?
7	Where do you see your organization growing or refocusing in the next 3-5 years? Please rank the importance of each.

## A. Discovery

During the discovery phase, we walk clients through a Web/Brand Audit to uncover the relevant information, brand history, competitive overview, and marketing goals. With these findings and additional research, we plan key messaging, create target personas, and explore web functionality to reflect the brand. Once we have a solid understanding of the brand and how to communicate it, we move on to information architecture, site mapping, and navigation.

### **Discovery phase includes:**

- Collect and review web audits
- Review client wish list
- Asset & design file collection
- Admin/login collection
- Target research
- Competitive research
- Sitemapping
- Content hierarchy

## B. Design/Development

During the design phase, we integrate the brand promise into graphics and user experience. We present layouts for a homepage and specific internal pages to agree on colors, fonts and site features. Once design elements are approved, we build a test site on a hidden server so you can interact with the site all the way through to final launch. If in-house photography and video are needed to enhance the site, they will be produced during this phase.

### **Design & Development phase includes:**

- Create and present design options
- Supply Google Doc for content input
- Program responsive website
- Deliver site for content insertion
- Build fully functional test site

## C. Deploy

Once we have final approval on the test site and have proofed, checked, and double-checked it, we will push it live. We will host and maintain your website to keep all plugins and software up-to-date and make sure the site remains free of bugs or broken links. This is an ongoing process and is performed on a scheduled basis.

**Deploy phase includes:**

- Launch new website
- Add Google Analytics
- Archive old site
- Redirect links
- Begin site maintenance
- Monthly traffic reports



## 5. Proposed Project Schedule

See next page for detailed process/timeline with deliverables.

Phase One - Discovery; Complete By	5/12-2023
Initial Client Meeting, Web Audit, Review Creative Brief, Create/Approve Sitemap & Information Architecture, Present Wireframe	
Phase Two - Design & Develop; Complete By	7/7-2023
Present Page Designs, Collect Content (Body Copy, Files, and Images), Complete Development, Provide Test-Site Links for Progress, Review Full Site For Changes	
Phase Three - Deploy; Complete By	8/4-2023
Revisions, Final Proof, Additional SEO & Site Speed Measures, Add Accessibility Tools, Launch, Begin Maintenance	



## PHASE ONE- DISCOVER

Initial Research	Responsibility
Kickoff meeting	CLIENT/BRING
Asset & design files	DONE
Website admin & login Info	DONE
Brand/Web Audit	Responsibility
Conduct web audit	BRING
Review client wish list	BRING
Review creative brief w/client	CLIENT/BRING
Information Architecture	Responsibility
Present initial sitemap	DONE
Present revised/final sitemap	CLIENT/BRING
Approve sitemap	CLIENT
Present wireframe for page outlines	BRING

## PHASE TWO-DESIGN & DEVELOP

Design & Content Meeting	Responsibility
Present initial copy/content	CLIENT/BRING
Present home page design	BRING
Present internal page design	BRING
Design approval	CLIENT
Begin Development	Responsibility
Create production site installation	BRING
Begin programming	BRING
Create style sheets	BRING
Develop home page, navigation, and page templates for all main pages & pos types	BRING
Submit Privacy Policy and Terms of Use documents	CLIENT
Present test link for progress	BRING
Development	Responsibility
Complete pages & special features	BRING
Present site link	BRING
Review design/functionality	CLIENT/BRING

## PHASE THREE-DEPLOY

Review & Proof	Responsibility
Re-brand social media themes	BRING
Check design/functionality	BRING
Check missing content	BRING
Proof final site	BRING
Review site and provide feedback	CLIENT
Launch Site	Responsibility
Proof launched site	BRING
Begin maintenance	BRING

## 6. Training Overview

BRING includes and recommends in-depth training with key client personnel to make sure the new website can be updated and content controlled by the client. Our WordPress training session covers login, user management, media galleries, and image/copy editing. .... and of course, follow up questions are welcome.

## 7. Other Items/Assumptions

BRING acknowledges and agrees to the scope of work required as outlined in the RFP.

Assumptions are as follows:

- BRING will host a test site on an internal server during development so the team can review and proof before launch
- BRING will incorporate ADA compliant accessibility onto the site.
- BRING will set up all forms to be formatted, electronically submitted and printable
- BRING will provide estimates for any additional photography or video production services recommended or requested and not supplied by the client.
- BRING will meet the VOA team, but work with a single point person during development.
- BRING will include updates to VOA's Google my Business page, and local listings.
- BRING will create a password protected area where staff can upload share and securely store information and documents.
- BRING will develop a website that is mobile friendly and integrate with MailChimp, RecDesk, All Paid, (Gov Pay), Municipal Online Payments and CivicPlus.



## 8. Proposed Sitemap

