



COMMONWEALTH OF VIRGINIA
County of Henrico

Non-Professional Services Contract
Contract No. 2564A

This Non-Professional Services Contract (this “Contract”) is entered into this 9th day of April 2024, by Destination by Design Studios PLLC (the “Contractor”) and the Economic Development Authority of Henrico County, Virginia (the “Authority”).

WHEREAS the Authority has awarded the Contractor this Contract pursuant to Request for Proposals No. 23-2564-7JEC, as modified by Addendum 1 dated August 8, 2023 (as so modified, the “Request for Proposals”), for Henrico Economic Development Authority Website Redesign and Maintenance.

WITNESSETH that the Contractor and the Authority, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF CONTRACT: The Contractor shall provide the services to the Authority as set forth in the Contract Documents.

COMPENSATION: The compensation the Authority will pay to the Contractor under this Contract shall be in accordance with Appendix A and Appendix B. Fifteen percent (15%) of the One-Time Costs listed in Appendix A is due within 30 days after receipt of a proper invoice following execution of this Agreement by the parties. Subsequent fees are billed monthly based on project progress (percentage of tasks completed). Payment is due within 30 days after receipt of a proper invoice.

CONTRACT TERM: The Contract term shall be for a period of two years. The Authority may renew the Contract for up to three one-year terms by giving 30 days’ written notice before the end of the then-current term unless the Contractor has given the Authority written notice that it does not wish to renew at least 90 days before the end of the then-current term.

CONTRACT DOCUMENTS: This Contract hereby incorporates by reference the documents listed below (the “Contract Documents”) which shall control in the following descending order:

1. This Non-Professional Services Contract between the Authority and Contractor.
2. The General Contract Terms and Conditions included in the Request for Proposals.
3. Contractor’s Best and Final Offer dated January 30, 2024 and clarification email dated March 20, 2024 (Exhibit A).
4. Contractor’s Original Proposal dated August 22, 2023 (Exhibit B).
5. The Scope of Services included in the Request for Proposals.

INTERACTIVE TOOLS AND STORY MAPS: The Contractor must ensure that the quantity and functionality of the Tools and Maps deliverables are at least functionally equivalent to those currently available on the Authority’s website existing as of the date of this Contract. For the purposes of this Contract, “functionally equivalent” means that the Tools and Maps developed by the Contractor provide the same or improve user experience, maintain or enhance current website capabilities, and ensure compatibility with the updated website’s design and architecture without compromising performance or accessibility. The Contractor agrees to deliver a number of Tools and Maps at least equal to those available on the Authority’s website existing as of the date of this Contract.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound hereby.

Destination by Design Studios PLLC

136 Furman Road, Suite 6
Boone, NC 28607

Matt Powell

Signature

MATT POWELL

Printed Name and Title

4-09-24

Date

Economic Development Authority of Henrico
County, Virginia

4300 E. Parham Road
Henrico, VA 23228

[Handwritten Signature]

Signature

Executive Director

4.10.2024

Date

APPROVED AS TO FORM:

[Handwritten Signature]

Deputy County Attorney

April 9, 2024

Date

Appendix A

Pricing for Henrico Economic Development Authority Website Redesign and Maintenance

One-Time Costs	Cost
Website Design and Development	\$40,000
Training	\$3,000
Research, Discovery and Stakeholder Engagement	\$3,000
Total One-Time Costs	\$46,000
Recurring Subscription/Maintenance Costs for initial 2-year contract term	Cost
Hosting	\$600
Maintenance	\$9,400
Training	*Training to be a one-time expense
Total Recurring Subscription/Maintenance Cost for 2 Years	\$10,000
Total Investment for Initial Two Year Term	\$56,000

Menu of Web Development Services

Website Design and Development

Initial Consultation and Project Scoping: Free

Custom Front-End Design: \$5,000 - \$15,000

- Includes conceptualization, user experience (UX) design, and user interface (UI) design.

Website Development: \$10,000 - \$30,000

- Coding, custom features, and integration with existing systems.

SEO Keyword Research and Content Planning - \$3,500

SEO Research

Utilize advanced SEO tools to compile a keyword list aligned with our strategic goals and audience needs. This customized strategy enables targeted content development, crafting relevant articles to attract our audience via search. Includes, identification of Core Topics, Keyword Discovery based and search volume and intent

Keyword Strategy

A strategic approach to attract and engage the target audience through search. This tailored approach facilitates targeted content creation, allowing for the efficient attraction of desired demographics

Blog/Content Plan

Based on the Keyword Strategy, develop a plan for written web articles that not only resonate with the target audience but optimize the site for online visibility. Includes, article topics, relevant notes about the direction of the article, and keywords.

Content Creation and Management

Blog/Article Writing: \$600/article or \$400/500 words

- Generate blog articles for the website.

Copywriting: \$300-\$900/page or \$400/500 words

- Develop written copy for the website.

Photography and Video Production: Bids provided per project

Estimated pricing:

- Custom photography and video production services for site content.
- Pre-Production: \$1,500
- Video/Photo Capture: \$4,500-\$8,500/capture day
- Post-production/Editing: \$3,000-\$8,000/video

Graphic Design: \$150/hour

- Creation of & Infographics or other custom graphic design elements

Search Engine Optimization (SEO)

Boost visibility in search results by refining and integrating keywords and metadata across the site, optimizing the site structure, and ensuring mobile responsiveness. This approach enhances organic traffic and effectively engages your target audience.

Initial SEO Setup: \$1,500 - \$4,000

- Keyword research, on-page optimization, and Google Analytics setup.

Ongoing SEO Management: \$500 - \$2,000/month

- Regular metadata updates, keyword monitoring, and reporting.

Yearly Website Hosting & Domain Management - \$350 per year

Host the website based on a continuing contract agreement to conduct the following services for at least one year:

- Obtain and renew website domain name on behalf of Client
- Set up and/or maintain secure hosting, SSL, domain name, and plugins.
- Perform daily backups of the site, including periodic offsite
- Regular Wordpress/CMS Updates (themes, plugins) to maintain security and reliability
- Site restoration in the event of update issues
- Perform site caching (increases site load times)

Website Support Services - \$150 per hour

Monthly support package dedicated to ongoing website maintenance and content management. This guarantees that your website remains up-to-date, allowing you to focus on your core objectives while we take care of the technical and design intricacies.

- Monthly hours towards content updates and management
- Available in 3 hour increments per month

Ongoing Technical Support: \$100 - \$500/month

Custom Module Development: \$3,000 - \$15,000+

Custom Module Development

- Design and development of custom web modules tailored to specific functionalities. This could include but is not limited to:
 - Data dashboards for real-time economic indicators or demographic analysis, etc.
 - Custom forms for inquiries, applications, or contact submissions.
 - Secure portals for stakeholders to access documents and data.
 - Interactive maps showcasing locations throughout the county, available commercial properties or development zones.

Integration with Existing Systems:

Ensuring custom modules work seamlessly with the website's CMS, databases, and third-party APIs.

*Factors Influencing Pricing:

- Complexity of the Module
- Design Requirements:
- Data Integration and Management
- Testing and Quality Assurance

Interactive Map Design & Integration: \$4,500 - \$15,000

- Create and embed interactive, custom-designed maps for available properties, attractions, development zones, etc..
- Interactive maps showcasing locations throughout the county, available commercial properties or development zones.
- Transform complex content into easy to understand locations, which includes location-based search and visually engaging custom graphics
- Allow users to quickly find exactly what they are looking for including location, directions and information.

Website Training and Support - \$500 - \$1,500

Staff Training on Content Management System (CMS)

- Training sessions for staff to manage website content.

Website Analytics and Reporting

Setup and Integration of Analytics Tools: \$500 - \$1,500

- Google Analytics and custom reporting setup.

Monthly Analytics Reporting: \$200 - \$600/month

- Detailed reports on website traffic, user behavior, and conversion tracking.

Brand Strategy Development: \$15,000 - \$20,000

Develop the brand strategy, a written document outlining the strategic elements necessary for executing future branded campaigns including vision, mission, and values. This document articulates such things as positioning, purpose, promise, and essence; suggests slogans or taglines; establishes key marketing messages; identifies compelling story themes; sets clear goals and objectives; defines brand voice; and determines the unique value proposition.

Branding/Logo Design - \$15,000 - \$20,000

Creative Direction Workshop

Facilitate a meeting with the Project Oversight Committee to establish visual preferences, design inspirations, and mood boards to set creative direction for the logo design.

Logo Design Process

Refine creative ideas into a finished system of locked artwork. There will be a maximum of three rounds of revisions during this process:

- Meeting 1: Conceptualize: Based on input from the Creative Direction Workshop,, present up to three initial logo concepts. A single or combined concept will be chosen to move forward in the design process.
- Meeting 2: Iterate: Present additional iterations of the selected concept either via a meeting or online survey, depending on the need to further finalize the visual identity.
- Meeting 3: Refine: Finalize the full logo package, complete with a system of brand marks, icons, and colors.

Brand Style Guide

Generate the brand identity guidelines, offering both online and printable formats to establish brand standards and usage. This comprehensive guidebook will encompass the full logo system/library, usage guidelines, colors & typography, and additional Brand Assets to help maintain a cohesive and consistent brand identity.

Marketing Planning: \$25,000 - \$45,000

Initial Marketing Plan Development

Craft the brand marketing recommendations. This comprehensive playbook will outline actionable steps for implementation, encompassing strategic objectives, budget allocations, timelines, an implementation matrix, and metrics for measuring success.

Marketing Strategy Development

- **Audience Identification & Segmentation:** Leveraging data and Travel Trends, develop detailed Visitor Personas to refine and strengthen target audience segments, considering demographic specifics like location, age range, and more.
- **Social Media Framework:** Develop a robust Social Media Framework. This content framework, tied directly to the brand strategy, acts as a custom-developed tool, offering a turn-key method for brand managers to seamlessly execute organic social media marketing initiatives aligned with the brand's message and story themes.
- **Content Strategy:** Develop foundational 'Big Idea' concepts that underpin marketing campaigns, identify captivating content and visual creative, and plan campaigns featuring clear Calls to Action (CTAs).
- **Marketing & Media Strategy:** The strategy will encompass a comprehensive and long-term approach, outlining core activities for each quarter over a five-year period. This will guide marketing efforts, plan creative campaigns, and identify media strategies to build brand recognition and awareness.

PR & Promotional Partnerships Strategy

- **Community Partner Strategy:** Craft a detailed approach to disseminating information within the local business community, engaging stakeholders through social media outreach and fostering collaboration through local partner branding initiatives.
- **Media Relations Strategy:** Building a targeted list of media outlets and influencers, identify key contacts and develop strategies to secure media exposure, ensuring the brand message reaches the intended audience.
- **Channels and Platforms:** Conducting a thorough analysis of preferred communication channels, formulating a strategic plan to maximize reach and engagement across various platforms.

*Notes for Pricing:

- All prices are estimates and subject to change based on specific project requirements and scope.
- Discounts can be negotiated for bundled services or long-term contracts.
- Custom services can be developed and priced according to the specific needs

