



**COUNTY OF HENRICO
DEPARTMENT OF FINANCE
PURCHASING DIVISION
CONTRACT EXTRACT
NOTICE OF AWARD/RENEWAL**

DATE:	April 11, 2024
CONTRACT COMMODITY/SERVICE: <i>(include contracting entity if cooperative)</i>	Website Design and Maintenance
CONTRACT NUMBER:	2564A
COMMODITY CODE:	915.96
CONTRACT PERIOD:	April 10, 2024 through April 9, 2026
RENEWAL OPTIONS:	3 remaining renewal periods through 2029
USER DEPARTMENT:	Economic Development Authority
Contact Name:	Krista Rodgers
Phone Number:	804-501-7554
Email Address:	Krista@henrico.com
HENRICO COOPERATIVE TERMS INCLUDED:	Yes
SUPPLIER: Name:	Destination by Design Studios PLLC
Address:	136 Furman Road, Suite 6
City, State:	Boone, NC 28607
Contact Name:	Matt Powell
Phone Number:	828-386-1866
Email address:	matt@dbdplanning.com
ORACLE SUPPLIER NUMBER:	770092
BUSINESS CATEGORY:	Non-Swam
PAYMENT TERMS:	15% up front, subsequent fees billed on a monthly basis based on project progress
DELIVERY:	N/A
FOB:	N/A
BUYER: Name:	Jon Creger, VCA, VCO
Title:	Procurement Analyst II
Phone:	804-501-5664
Email:	Cre057@henrico.gov

This contract is the result of a competitive solicitation issued by the Department of Finance, Purchasing Division. A requisition must be generated for all purchases made against this contract and the requisition must reference the contract number.



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 on 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

RFP 23-2564-7JEC
Henrico County Economic Development Authority Website Redesign and Maintenance

Offerer: Destination by Design Studios PLLC

January 30,2024

1. If EDA doesn't use their allotted maintenance hours in a given month, would those hours roll over to other months?
 - Yes, maintenance hours that go unused within a given month will roll over to subsequent months, providing flexibility for the EDA.
 - We understand that project needs may vary, and this rollover system allows for the accumulation of hours for more extensive updates or unexpected requirements.
 - For example, extra maintenance hours may be used to build out new pages or sections of the website if the time permits.
 - However, it's important to note that these accumulated maintenance hours will not transfer from year to year and must be utilized by the end of the contract term to ensure optimal support and timely addressing of any potential issues or enhancements.
 - As always, our goal is that these allotted maintenance hours are performed to provide maximum benefit for the EDA throughout our involvement.

2. Can your firm provide weekly reports updating the EDA on project status?
 - Yes, our firm is dedicated to providing weekly reports to the EDA for project status.
 - Additionally, our project lead typically conducts regular standing check-ins with the client lead or project committee through an iterative feedback process to discuss such things as creative direction, site-mapping, wireframing, and technical development, ensuring active collaboration.
 - Additionally, monthly project milestones will be scheduled to maintain progress alignment. This structured approach aims to keep the project on track, fostering a transparent and efficient process that guarantees the quality of the website we both envision.

3. Will meetings take place virtually or in person?
 - Meetings for the project will primarily take place virtually, offering the advantage of individual committee members being able to view the website's functionality on their own screens as it develops. Virtual meetings provide an interactive and detailed understanding of the work being done.
 - However, we will collaborate with the EDA to identify specific instances throughout the project that may benefit from in-person meetings, such as the proposed site visit which will include in-person stakeholder interviews, as well as major project milestones or a final presentation to key stakeholders.
 - Our collective decision for in-person meetings will be carefully considered and agreed upon, catering to the unique needs and preferences of the EDA.

RFP 23-2564-7JEC
Henrico County Economic Development Authority Website Redesign and Maintenance

Offerer: Destination by Design Studios PLLC

January 30,2024

4. Can you briefly describe your firm's most recent project?

In addition to the websites featured in our original proposal:

- Our most recent website to launch is a tourism-facing website for Aiken, SC. The site, VisitAikenSC.com, showcases Aiken's vibrant community and visitor experience, rich history, and culture, providing an engaging platform to market the city.
- Notably it has achieved a 250% increase in website traffic from the old website, demonstrating the success of the site itself and our comprehensive marketing approach.

Two other website development projects are currently underway:

- One is for Fort Mill Economic Development Partners, This client's goal is to give a well-rounded perspective of the amenities and lifestyle in Fort Mill.
 - ▷ Our solution is to build this new site (currently in development) to cater to different audiences; residents, visitors, & businesses. To enhance the overall digital experience, we initiated an initial brand refresh, refining and expanding their logo and visual identity to align seamlessly with the forthcoming website.
 - ▷ Progress has been made in various stages, including the completion of site mapping with an approved final map, initiation of wireframing, and the commencement of front-end visual design.
- Secondly, we are in the final stages of technical development of a tourism-facing site for the DeSoto County Florida Economic Development Office. This site will feature a beautiful and simplified design that allows the content and relevant information to shine.

RFP 23-2564-7JEC

Henrico County Economic Development Authority Website Redesign and Maintenance

Offerer: Destination by Design Studios PLLC

January 30,2024

5. Does your firm have experience with GIS/ESRI projects? What platforms would you use to incorporate maps into the web design? How does the integration look?
- We are well-equipped with a full-time staff GIS planning technician with extensive experience in GIS/ESRI including partnering with our web development team to build interactive map projects through ESRI's ArcGIS StoryMaps. Another staff person on our Planning team brings a wealth of knowledge from her previous role as a sales manager at ESRI. We have found ArcGIS StoryMaps to be a simple, utilitarian way of incorporating GIS data and multimedia into an interactive map, and we are confident in our ability and experience implementing it on a number of past planning projects.
 - Additionally, we have developed our own interactive map platform called Maps Alive based on the Google Maps API. This allows for a custom-coded solution to deliver compelling and interactive map tools tailored to specific client needs. We recommend this for its intuitive functionality, mobile optimization, and for its ease of website integration and graphics customization as well as linking to any range of interactive content.
 - ▷ Please explore some examples of this work at wilcoresources.org, neckofthewoodsnc.com, and cortlandfoodmap.org. These projects showcase our versatility in utilizing a variety of mapping solutions.

RFP 23-2564-7JEC
Henrico County Economic Development Authority Website Redesign and Maintenance

Offerer: Destination by Design Studios PLLC

January 30,2024

6. If you had to divide the EDA's audience into 3 groups (or buckets), what would those groups look like?
- **New and Expanding Businesses:** Both national and international businesses looking for a location to start or expand operations. This specifically includes site selectors who specialize in finding optimal locations for businesses, whether new ventures or for expanding existing operations. The site selector's role involves assessing various factors like infrastructure, labor market, incentives, and overall business environment,
 - **Existing Local Businesses:** Businesses already established in Henrico, ranging from small local enterprises to larger, established corporations. The key characteristics of this segment are:
 - ▷ Established Presence: With existing operations in the county and a history in the local market.
 - ▷ Diverse Needs: May require support for expansion, modernization, or overcoming operational challenges.
 - ▷ Community Integration: These businesses significantly contribute to and are influenced by local economic and community developments. As employers and taxpayers, they have key interests in sustaining a favorable business environment. Their success directly impacts local employment and contributes to the county's revenue through taxes and economic activity.
 - ▷ Seeking Growth and Stability: They might be looking for ways to grow, stabilize, or adapt to changing market conditions.
 - **Stakeholders Interested in Economic Growth:** This group specifically includes investors, government entities, and community leaders interested in the economic development and job creation in Henrico. They take interest in improving the county's economy and the quality of life for citizens.

RFP 23-2564-7JEC

Henrico County Economic Development Authority Website Redesign and Maintenance

Offerer: Destination by Design Studios PLLC

January 30,2024

7. How would your firm go about reaching out to stakeholders for research? What is your plan for information gathering when you understand how users engage with the website?
- As part of our Task 1.3 we may recommend either using personal interviews or a Google Form survey to query website stakeholders regarding website usability.
 - We recommend identifying, at minimum, one person per audience segment, user-type, or stakeholder to engage in our research.
 - The development team in coordination with the Project Committee will determine exactly which stakeholders to engage.
 - In order to understand the targeted users' needs and expectations from the new website, we will ask about their specific information needs, motivations for using the site, and any feature requests.
 - We also aim to understand stakeholders' use and interaction with the existing EDA website, and identify challenges with it.
 - Additionally, our team will independently research and consult best practices within economic development websites.
 - Before finalizing design, the development team will focus on enhancing ease of use by soliciting feedback on general site usability. This can be achieved by guiding users through a specific task on the site, then gathering their insights on usability to ensure the navigation experience is user-friendly and intuitive.

Attachment A

Best and Final Offer (“BAFO”) Pricing for Hypothetical Scenario for Henrico Economic Development Authority Website Redesign and Maintenance

One-Time Costs	Cost
Website Design and Development	\$40,000
Training	\$3,000
Other one-time costs:	
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	*We consider all training to be a one-time expense.
Other recurring costs (if applicable):	
Total Recurring Subscription/Maintenance Cost for 2 Years	\$10,000
Total Investment for Initial Two Year Term	\$56,000



Creating Places With Purpose



Website Redesign and Maintenance

RFP# 23-2564-7JEC | August 25, 2023
Henrico Economic Development Authority (EDA)



Destination by Design
136 Furman Road, Suite 6
Boone, NC 28607
zach@dbdplanning.com

Table of Contents

This proposal diligently aims to capture all of the requested elements. Each section has been crafted to closely correspond to the specifications detailed in the initial Request for Proposal (RFP). We hope that our work and approach resonate effectively with your vision for this project.

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Cover Letter

We are pleased to submit this proposal for Website Development, Design, and Maintenance services to collaborate with the Henrico Economic Development Authority (EDA). At Destination by Design (DbD), our focus is on delivering exceptional solutions that resonate with your goal of nurturing economic growth in Henrico County.

With over a decade of experience working extensively with government clients, our team has refined our approach to website design, development, and branding; aligning perfectly with your project's requirements. We are confident that our commitment to excellence and innovation will enable us to provide a comprehensive solution that surpasses your expectations.

As outlined within the RFP, our proposed solution covers every facet of your needs, guaranteeing a seamless and captivating online platform for the EDA. We are all set to:

- Construct a robust WordPress website compatible with major browsers.
- Integrate interactive tools and captivating visual content that showcase economic development.
- Maintain a coherent brand concept throughout the design for effective messaging.
- Present a fully responsive design optimized for a variety of devices.
- Employ a potent site search engine for sourcing precise information.

- Ensure intuitive navigation and a standardized style for easy accessibility.
- Organize content into user-centric categories to enhance usability.
- Develop a flexible, forward-looking platform to accommodate growth.
- Facilitate multilingual access.
- Integrate social media platforms to enhance engagement.
- Implement robust security measures for website hosting.
- Provide dedicated support, security updates, and training for your team to confidently manage and update all content.

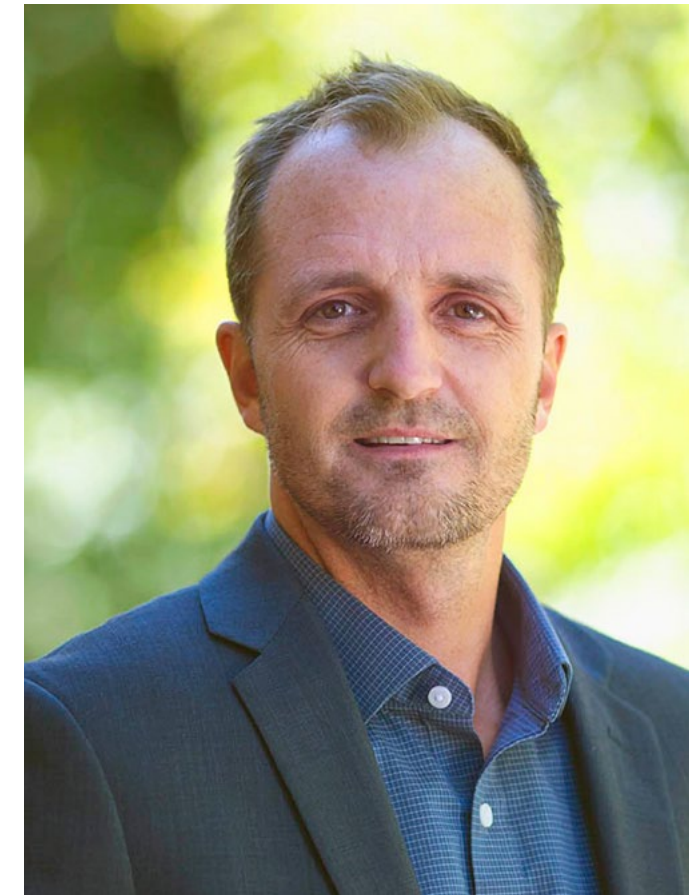
Our experience in branding and marketing for government clients, combined with our passion for creating impactful digital experiences, uniquely positions us to contribute to the EDA's success.

Thank you for considering our proposal. We look forward to learning more about the project and discussing our approach in greater detail and how it aligns with your vision for Henrico County.



Matt Powell

Director of Communications and Place Branding

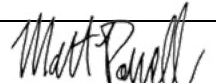


ATTACHMENT A PROPOSAL SIGNATURE SHEET

My signature certifies that the proposal as submitted complies with all requirements specified in this Request for Proposal ("RFP") No. # 23-2564-7JEC – Henrico Economic Development Authority Website Redesign and Maintenance


My signature also certifies that by submitting a proposal in response to this RFP, the Offeror represents that in the preparation and submission of this proposal, the Offeror did not, either directly or indirectly, enter into any combination or arrangement with any person or business entity, or enter into any agreement, participate in any collusion, or otherwise take any action in the restraining of free, competitive bidding in violation of the Sherman Act (15 U.S.C. Section 1) or Sections 59.1-9.1 through 59.1-9.17 or Sections 59.1-68.6 through 59.1-68.8 of the Code of Virginia.

I hereby certify that I am authorized to sign as a legal representative for the business entity submitting this proposal.

LEGAL NAME OF OFFEROR (DO NOT USE TRADE NAME):	
Destination by Design Studios PLLC	
ADDRESS:	
136 Furman Rd, STE 6 Boone, NC 28607	
FEDERAL ID NO:	46-1174478
SIGNATURE:	
NAME OF PERSON SIGNING (PRINT):	Matt Powell
TITLE:	Communications Director
TELEPHONE:	(828) 386-1866
FAX:	
EMAIL ADDRESS:	matt@dbdplanning.com
DATE:	August 22, 2023

ATTACHMENT B BUSINESS CATEGORY CLASSIFICATION FORM

Company Legal Name: Destination by Design Studios PLLC

This form completed by: Signature:  Title: Communications Director

Date: August 22, 2023

PLEASE SPECIFY YOUR BUSINESS CATEGORY BY CHECKING THE APPROPRIATE BOX(ES) BELOW.

- (Check all that apply.)
- SMALL BUSINESS
 - WOMEN-OWNED BUSINESS
 - MINORITY-OWNED BUSINESS
 - SERVICE-DISABLED VETERAN
 - EMPLOYMENT SERVICES ORGANIZATION
 - NON-SWAM (Not Small, Women-owned or Minority-owned)

SUPPLIER REGISTRATION – The County of Henrico encourages all suppliers interested in doing business with the County to register with eVA, the Commonwealth of Virginia’s electronic procurement portal, <http://eva.virginia.gov>.

eVA Registered? Yes No

If certified by the Virginia Minority Business Enterprises (DMBE), provide DMBE certification number and expiration date.
 _____ NUMBER _____ DATE

DEFINITIONS

For the purpose of determining the appropriate business category, the following definitions apply:

"Small business" means a business, independently owned and controlled by one or more individuals who are U.S. citizens or legal resident aliens, and together with affiliates, has 250 or fewer employees, or annual gross receipts of \$10 million or less averaged over the previous three years. One or more of the individual owners shall control both the management and daily business operations of the small business.

"Women-owned business" means a business that is at least 51 percent owned by one or more women who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51 percent of the equity ownership interest is owned by one or more women who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more women.

"Minority-owned business" means a business that is at least 51 percent owned by one or more minority individuals who are U.S. citizens or legal resident aliens, or in the case of a corporation, partnership, or limited liability company or other entity, at least 51 percent of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more minority individuals who are U.S. citizens or legal resident aliens, and both the management and daily business operations are controlled by one or more minority individuals.

"Minority individual" means an individual who is a citizen of the United States or a legal resident alien and who satisfies one or more of the following definitions:

1. "African American" means a person having origins in any of the original peoples of Africa and who is regarded as such by the community of which this person claims to be a part.
2. "Asian American" means a person having origins in any of the original peoples of the Far East, Southeast Asia, the Indian subcontinent, or the Pacific Islands, including but not limited to Japan, China, Vietnam, Samoa, Laos, Cambodia, Taiwan, Northern Mariana Islands, the Philippines, a U.S. territory of the Pacific, India, Pakistan, Bangladesh, or Sri Lanka and who is regarded as such by the community of which this person claims to be a part.
3. "Hispanic American" means a person having origins in any of the Spanish-speaking peoples of Mexico, South or Central America, or the Caribbean Islands or other Spanish or Portuguese cultures and who is regarded as such by the community of which this person claims to be a part.
4. "Native American" means a person having origins in any of the original peoples of North America and who is regarded as such by the community of which this person claims to be a part or who is recognized by a tribal organization.

"Service disabled veteran business" means a business that is at least 51 percent owned by one or more service disabled veterans or, in the case of a corporation, partnership, or limited liability company or other entity, at least 51 percent of the equity ownership interest in the corporation, partnership, or limited liability company or other entity is owned by one or more individuals who are service disabled veterans and both the management and daily business operations are controlled by one or more individuals who are service disabled veterans.

"Service disabled veteran" means a veteran who (i) served on active duty in the United States military ground, naval, or air service, (ii) was discharged or released under conditions other than dishonorable, and (iii) has a service-connected disability rating fixed by the United States Department of Veterans Affairs.

"Employment services organization" means an organization that provides community-based employment services to individuals with disabilities that is an approved Commission on Accreditation of Rehabilitation Facilities (CARF) accredited vendor of the Department of Aging and Rehabilitative Services.

ATTACHMENT C
Virginia State Corporation Commission (SCC)
Registration Information

The Offeror:

is a corporation or other business entity with the following SCC identification number:
T0818023 **-OR-**

is not a corporation, limited liability company, limited partnership, registered limited liability partnership, or business trust **-OR-**

is an out-of-state business entity that does not regularly and continuously maintain as part of its ordinary and customary business any employees, agents, offices, facilities, or inventories in Virginia (not counting any employees or agents in Virginia who merely solicit orders that require acceptance outside Virginia before they become contracts, and not counting any incidental presence of the Bidder in Virginia that is needed in order to assemble, maintain, and repair goods in accordance with the contracts by which such goods were sold and shipped into Virginia from Bidder’s out-of-state location) **-OR-**

is an out-of-state business entity that is including with this bid/proposal an opinion of legal counsel which accurately and completely discloses the undersigned Bidder’s current contracts with Virginia and describes why those contracts do not constitute the transaction of business in Virginia within the meaning of §13.1-757 or other similar provisions in Titles 13.1 or 50 of the Code of Virginia.

Please check the following box if you have not checked any of the foregoing options but currently have pending before the SCC an application for authority to transact business in the Commonwealth of Virginia and wish to be considered for a waiver to allow you to submit the SCC identification number after the due date for bids:

ATTACHMENT D
PROPRIETARY/CONFIDENTIAL INFORMATION IDENTIFICATION

NAME OF OFFEROR: Destination by Design Studios PLLC

Trade secrets or proprietary information submitted by an Offeror shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the Offeror must invoke the protections of Va. Code § 2.2-4342(F) in writing, either before or at the time the data or other materials are submitted. The Offeror must specifically identify the data or materials to be protected including the section(s) of the proposal in which it is contained and the pages numbers, and state the reasons why protection is necessary. A summary of trade secrets and proprietary information submitted shall be submitted on this form. The proprietary or trade secret material submitted must be identified by some distinct method such as highlighting or underlining and must indicate only the specific words, figures, or paragraphs that constitute trade secret or proprietary information. Va. Code § 2.2-4342(F) prohibits an Offeror from classifying an entire proposal, any portion of a proposal that does not contain trade secrets or proprietary information, line item prices, or total proposal prices as proprietary or trade secrets. If, after being given reasonable time, the Offeror refuses to withdraw such classification(s), the proposal will be rejected.

SECTION/TITLE	PAGE NUMBER(S)	REASON(S) FOR WITHHOLDING FROM DISCLOSURE

N/A

Statement of the Scope

We've reviewed the detailed scope for Website Development, Design, and Maintenance. Our understanding involves constructing a dynamic website using WordPress, incorporating interactive tools and aligning them with your brand. The website will be user-friendly, optimized for major browsers, and seamlessly integrated with social media. There is a need for a maintenance plan to ensure timely updates and security enhancements. In addition a robust training plan for EDA staff is required to continuously update information for the best user experience. Our goal is to create a functional, engaging digital platform that effectively communicates your services and achievements, resonating with various stakeholders. We look forward to discussing our approach further and working towards a successful online presence.

-  **Wordpress Platform**
-  **All Major Browsers**
-  **Variety of Devices**
-  **Site Search Capabilities**
-  **Social Platform Linking**
-  **Translation Integration**
-  **Site Security and Hosting**
-  **Robust Training**

Qualifications and Experience

Below you will find three of our current and/or most recent web design and development projects. More details and references can be found in Tab 7 of this proposal. We're excited to discuss how these projects showcase our capabilities and can contribute to the goals of this project.

Rutherford Bound
Economic Development Site
Rutherford County, NC - Tourism Development Authority

Year of the Trail
2023 North Carolina Campaign Site
Great Trails State Coalition

Real Springfield
Visitor/Tourism Site
City of Springfield, TN

Art Direction

Matt Wagoner

Matt has been a designer for 15+ years, and has built brands for communities, non-profit organizations and startups big and small. He especially loves taking communities through a discovery process, the branding journey, and helping them uncover the unique attributes that will make them stand out. Matt is a graduate of University of South Carolina with a Fine Arts degree in Graphic Design. His favorite activities include long walks on the beach, camping with the fam, and mountain biking- just don't ask him to ride a skinny.



User Interface

Dan Cox

“Solve the problem first, then make it beautiful.” That’s Dan’s motto.

Through his time at design agencies, freelance endeavors, and with companies large and small, Dan brings a wide array of graphic design and art direction skills to the DbD team—from large brand websites and digital advertising, to campaign design, brand development, illustration, and more.



Back-end Design

Sunny Morgan

We call him our resident magician, but in reality Sunny is a web developer, graphic designer, programmer, and photographer with more than 15 years of experience. Sunny develops custom interactive websites to promote public engagement and assists with marketing place-based assets for DbD clients. The field of urban planning, design, and place branding provides a perfect conduit for Sunny to use his technical and creative skills to enhance quality of life. If you meet Sunny, prepare to ponder what just might be possible.





Certificate of Good Standing

This statement is provided by Destination by Design (DbD) in accordance with Section VI, Items L(3), L(4), and L(5) of the relevant documentation.

We hereby certify the following:

1. DbD has not defaulted on any government contract within the last five years.
2. No government entity has terminated a contract with DbD for cause within the last five years.
3. Neither DbD nor any of its officers, directors, partners, or owners are currently barred from participating in any procurements by any federal, state, or local government body.

We further confirm that no circumstances exist that would hinder our ability to meet the requirements of this contract. We understand the significance of

these certifications and assure compliance with the obligations they entail.

In the unlikely event that any of the above certifications cannot be made, we commit to providing an explanation in reasonable detail as required by the contract terms.

This statement is made with the utmost sincerity and in full understanding of the legal and contractual implications.


 Eric Woolridge
 President, Director of Planning

Project Approach

Phase One: Discovery and Analysis

DELIVERABLE(S):

- **Discovery and Analysis Report**

This phase will serve to foster a deeper connection with Henrico County, the EDA, as well as its many and varied stakeholders. By immersing ourselves in this process, we aim to build a solid foundation for a project that resonates with both stakeholders and the community at large.

TASK 1.1 PROJECT CONSULTATION

Prepare for the upcoming project with client and discuss the following:

- General project Q&A
- Committee selection and formation
- Stakeholder engagement methods and process
- Direction-setting checklist

TASK 1.2 PROJECT PLANNING AND DIRECTION-SETTING

Facilitate a direction-setting meeting to create a detailed design and technical plan for the site serving as a roadmap for the web design process:

- Introduce Client and DbD teams
- Review the scope of work, project timeline, design process, and project objectives
- Determine purpose and goals of the site
- Create sitemap
- Differentiates between wants and needs for design functionality
- Discuss design inspiration
- Discuss and identify website content needs (copy and images)

TASK 1.3 SITE VISIT & STAKEHOLDER INTERVIEWS

Conduct a site visit and tour of the area (may coincide with an in-person direction setting meeting), including either a focus group or individual stakeholder interviews. This field visit will provide an opportunity for DbD to gain contextual perspective on the community, its assets, and its unique and marketable attributes.

TASK 1.4 DISCOVERY & ANALYSIS REPORT

Compile all data obtained and create a narrative summary of the findings and expanded brand themes based around perceptions, community identity, and assets to present in a virtual meeting.

Phase Two: Brand Strategy Development (Optional)

DELIVERABLE(S):

- Brand Framework

A brand strategy is a plan that defines how an organization presents itself, connecting with the intended audience through messaging and identity. Although we are offering this as an optional service, we believe brand strategy to be crucial for the success of this project in enhancing recognition and loyalty by creating a consistent and unique brand image.

TASK 2.1 BRAND FRAMEWORK DEVELOPMENT

Develop an abbreviated brand framework, a written document outlining the strategic elements necessary for executing branded collateral and identifying the vision, mission, and values of the brand including:

- Brand positioning statements, purpose, promise, and essence
- Slogan &/or tagline recommendations, key marketing messages/architecture
- Brand goals & objectives
- Brand voice/tone, personality

TASK 2.2 BRAND FRAMEWORK PRESENTATION

Conduct a meeting presenting the Final Brand Framework to the client, along with recommendations.



Phase Three: Visual Identity Development (Optional)

DELIVERABLE(S):

- Visual Identity

- Brand Guidelines

- Art Direction

Establishing a visual identity is pivotal within a brand strategy. By incorporating consistent visual elements such as logos, colors, and typography, an organization and community can unify its digital presence. This cohesive visual identity enhances recognition, fosters a professional image, and reinforces the brand's messaging, ultimately strengthening its connection with the target audience.

TASK 3.1 CREATIVE DIRECTION

Establish visual preferences & moodboards for updating the EDA's visual identity.

TASK 3.2 VISUAL IDENTITY DESIGN

- 3.2.1 Deliver up to three (3) conceptual directions as a way to establish the visual look and feel of the brand. Client selects one direction or provides feedback for a combined direction.
- 3.2.2 Provide additional iterations of the selected visual direction to be administered either in a meeting or an online survey depending on the project's need for the client/steering committee to further refine and finalize the visual identity.
- 3.2.3 Develop a visual identity package to support the refined creative direction, complete with a full system of logos and associated assets. Client provides any necessary changes before moving forward into asset production.

TASK 3.2 VISUAL IDENTITY DESIGN

Produce identity guidelines as both an online and printable document illustrating the brand standards and rules for use of the logos, colors, typography, and other creative assets. Guidebook includes:

- Brand System/Library
- Logo Usage
- Colors & Fonts
- Art Direction

Phase Four: Website Design & Development

DELIVERABLE(S):

- **WordPress Platform**
- **Cross-Browser Compatibility**
- **Interactive Tools and Story Maps**
- **Responsive Design**
- **Site Search Engine**
- **User-Centered Categories**
- **Language Transition Tool**
- **Printer-Friendly Pages**
- **Fillable Forms**
- **Events Calendar**
- **Social Media Integration**
- **Video and Photo Integration**
- **Analytics and SEO**
- **Notification System**
- **Hosting Security**

The website serves as the EDA's online representation, reflecting its essence, achievements, and services while enhancing its mission. Its visual appeal, user-friendly layout, and consistent branding are crucial. This effort recognizes the website's vital role in sharing valuable details, engaging stakeholders, and driving Henrico County's economic advancement.

TASK 4.1 CONTENT AGGREGATION AND DEVELOPMENT

Acquires, organizes, enhances or produces all written copy, images, and graphics that will populate the site.

TASK 4.2 DESIGN MOCKUPS

Create a preliminary visual design mockup to give a first look at the form and function of the website. While not as detailed as the final site, these previsualizations allow The Client to approve the overall feel and layout of the site.

TASK 4.3 TECHNICAL DEVELOPMENT & TESTING

Produce identity guidelines as both an online and printable document illustrating the brand standards and rules for use of the logos, colors, typography, and other creative assets. Guidebook includes:

- Deploying the site's WordPress Content Management System (CMS)
- Create website from approved design mockup
- Upload website to testing server
- Tests site for load time, performance, mobile-responsiveness, and functionality using various tools (Google Lighthouse, Pagespeed score) to assure the quality and reliability of the product on all web browsers and mobile devices.
- DbD shares a private version of the website for Client testing and approval

TASK 4.4 WEBSITE LAUNCH AND DEPLOYMENT

Reveal final website.

- Deploy the site on its public domain and DbD conducts a final meeting to present the live website to The Client

Phase Five: Staff Training, Hosting, and Maintenance Plan

DELIVERABLE(S):

- **Two (2) online staff training workshops**
- **Website Hosting (1 year)**
- **Up to five (5) hours of monthly support (1 year)**

Training, hosting, and maintenance are vital to this project’s success. Thorough training empowers EDA staff to manage content efficiently, while secure hosting ensures uninterrupted access and positive user experiences. Ongoing maintenance sustains relevance, security, and adaptability, driving the website’s role in Henrico County’s economic advancement.

TASK 5.1 WEBSITE TRAINING

6.1.1 Website Training Workshop: Provide two (2) Q&A website training tutorials to familiarize Client team with the back-end functionality of the new site so that Client may be fully equipped to update the copy and content on the new site.

6.1.2 Training Documentation: Deliver training documentation on how to use and manage the back-end of your new website.

TASK 5.2 ONE YEAR STANDARD HOSTING

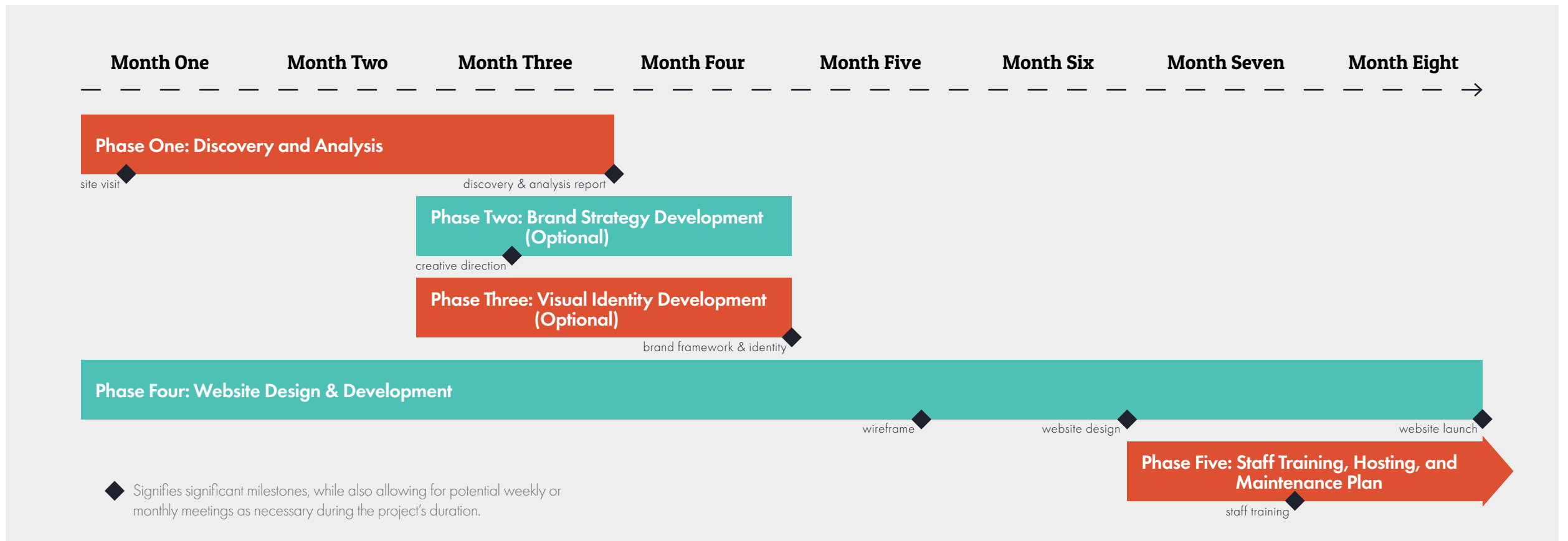
Continue to host and support the website based on a continuing contract agreement to conduct the following services for at least one year:

- 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
- Perform site caching (increases site load times)

TASK 5.3 ONGOING SUPPORT AND MAINTENANCE

Provide up to five hours per month dedicated to ongoing maintenance and support. This proactive approach guarantees that your website remains operational, secure, and up-to-date, allowing you to focus on your core objectives while we take care of the technical intricacies.

Timeline and Milestones



Key Team Members

Our team brings a strong combination of skills and experience that makes us well-suited to excel in this web development project. We have a proven track record in creating and building websites, and we understand how to turn ideas into functional and visually pleasing online platforms. Our approach balances creativity with technical expertise, ensuring a smooth user experience and solid functionality. Our skilled project managers will create and follow a detailed timeline, covering important stages like initial design, development, testing, and launch. Our team members' qualifications and roles are carefully chosen to maximize efficiency and ensure the project's success.



Matt Powell
Communications Director



Erin Welsh
Project Lead
Senior Marketing Manager



Matt Wagoner
Senior Art Director



Sunny Morgan
Web Developer

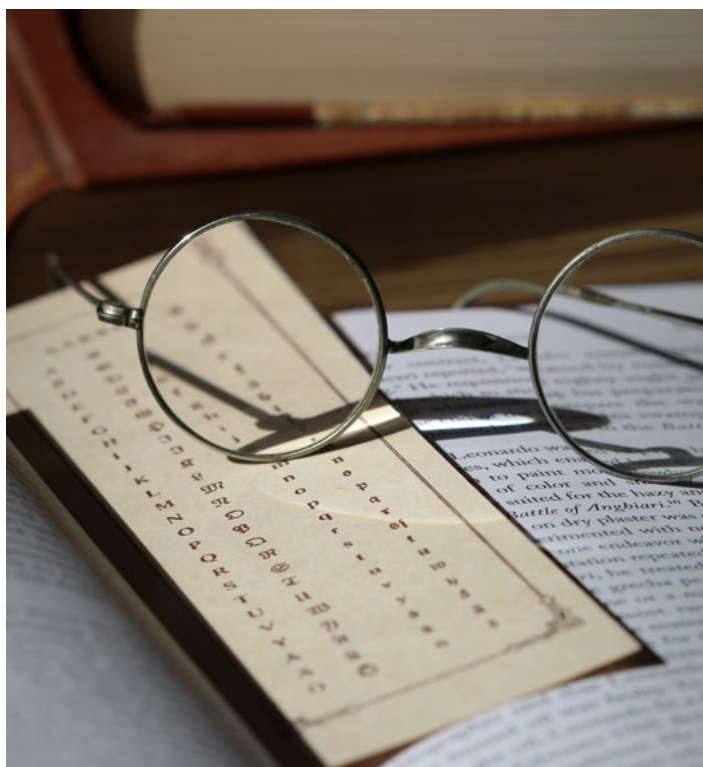


Dan Cox
Front-end Designer



Taylor Ratcliffe
Brand Strategist

Language Translation



In the realm of website design and development, the integration of multi-language support has become a paramount consideration, especially in a world characterized by global connectivity and diverse user bases. To effectively navigate this challenge, there are three primary language transition strategies that merit serious consideration: Google's native translation software, a multisite approach, and language translation plugins or addons. Each of these strategies carries distinct advantages and considerations, and selecting the optimal one necessitates a thoughtful evaluation of project goals and requirements.

1. Google's native translation software offers a straightforward and efficient solution. By leveraging Google's extensive language databases, this method provides instantaneous translations for website visitors. However, it may fall short in capturing the nuanced or professional context of specific terms. This strategy could be suitable for simpler websites primarily focused on translating text content, though it might not be ideal for more complex sites that require nuanced translations across various content types.
2. A multisite approach introduces a higher level of complexity but offers unparalleled customization. This strategy involves creating separate versions of the website, utilizing subdomains, for each language. This allows for translations not only of text but also of other elements such as SEO metadata, text in images, forms, and even customized content or imagery tailored to specific languages or cultures. While offering deep

customization, it could introduce challenges in managing content, menus, URLs, and plugins. However, it is the perfect solution for websites targeting diverse audiences with varying preferences and expectations.

3. Language translation plugins or addons, like WPML, Polylang Pro, and TranslatePress, provide a more traditional method for comprehensive translations. These plugins are renowned for their reliability and accuracy, making them suitable for sites requiring in-depth content translation. However, they might demand more hands-on setup and configuration, potentially making them time-consuming for intricate websites.

Considering your requirements and the information we've discussed, our recommendation leans towards the multisite approach. This strategy aligns well with the considerations for your specific needs. Given the diversity of your audience, the need for tailored content, and the requirement to maintain cultural resonance, a multisite approach can offer the customization and manageability essential for a seamless user experience.

Of course, the decision ultimately depends on the specific needs of your project. We're committed to discussing the pros and cons of each strategy in detail, ensuring that our final decision aligns with your objectives. Our ultimate aim is to create a website that resonates with a global audience while upholding the values and ethos of your brand.

Training, Support, and Maintenance

We are excited to provide you with a comprehensive training, support, and maintenance plan for your website. Our aim is to ensure that your website runs smoothly, offers valuable workshops twice a year, and equips users with video tutorials for learning and troubleshooting. This plan covers everything from initial training to ongoing support and regular maintenance.

TRAINING/WORKSHOPS:

We will collaborate with your team to plan and schedule up to two workshops per year. These workshops can cover topics such as website optimization, content creation, user engagement, and more.

Workshops will include interactive sessions where participants can ask questions, share insights, and learn best practices. Our support team will be available to address technical questions during these sessions.

SUPPORT:

Our dedicated support team will be available to assist with any technical issues or questions your team or users might encounter. We offer multiple channels of communication ensuring prompt and effective assistance.

Prior to each workshop, our support team will conduct a pre-event briefing to address any technical requirements, troubleshoot potential issues, and ensure a smooth workshop experience. During workshops, technical assistance will be available in real-time to address any issues that may arise.

MAINTENANCE:

We will keep the website's core software, plugins, and security features up to date, ensuring optimal performance and protection against potential vulnerabilities.

Your team can easily update website content using the user-friendly CMS. We will provide guidance on content best practices, SEO optimization, and ensuring a consistent user experience.

Regular automated backups will be performed to safeguard your data. In case of any unexpected issues, we can swiftly restore the website to a previous state.

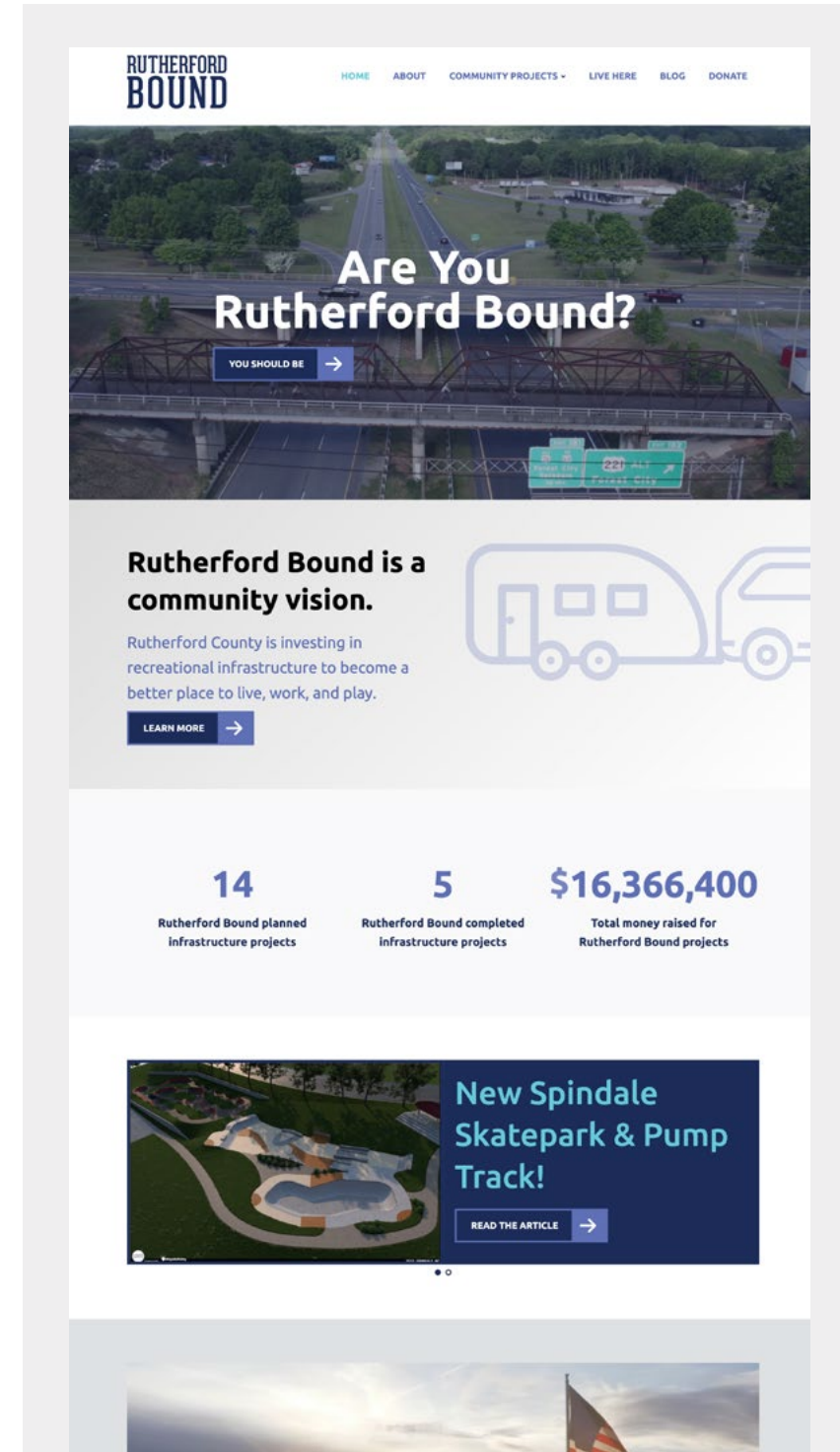
Rutherford County, NC

FIVE YEARS OF IMPACT: THE ENDURING STORY OF RUTHERFOLDBOUND.COM

RutherfordBound.com stands as a testament to Rutherford County’s journey towards becoming a premier travel destination, enhancing quality of life, and attracting a diverse workforce. Through this digital platform, we’ve celebrated the county’s compelling natural assets, from biking to rock climbing, while investing in our Main Street communities for a vibrant visitor experience. The focus on walkability, downtown connectivity, and access to nature has elevated our residents’ quality of life, making Rutherford County a welcoming haven. As a result, our strategic infrastructure investments have not only attracted families and workers but also contributed to a remarkable \$16,366,400 raised for Rutherford Bound projects, shaping a thriving and united community.

Don Cason

Executive Director, Rutherford County Tourism Development Authority
 (828) 287-6121 | don.cason@rutherfordcountync.gov



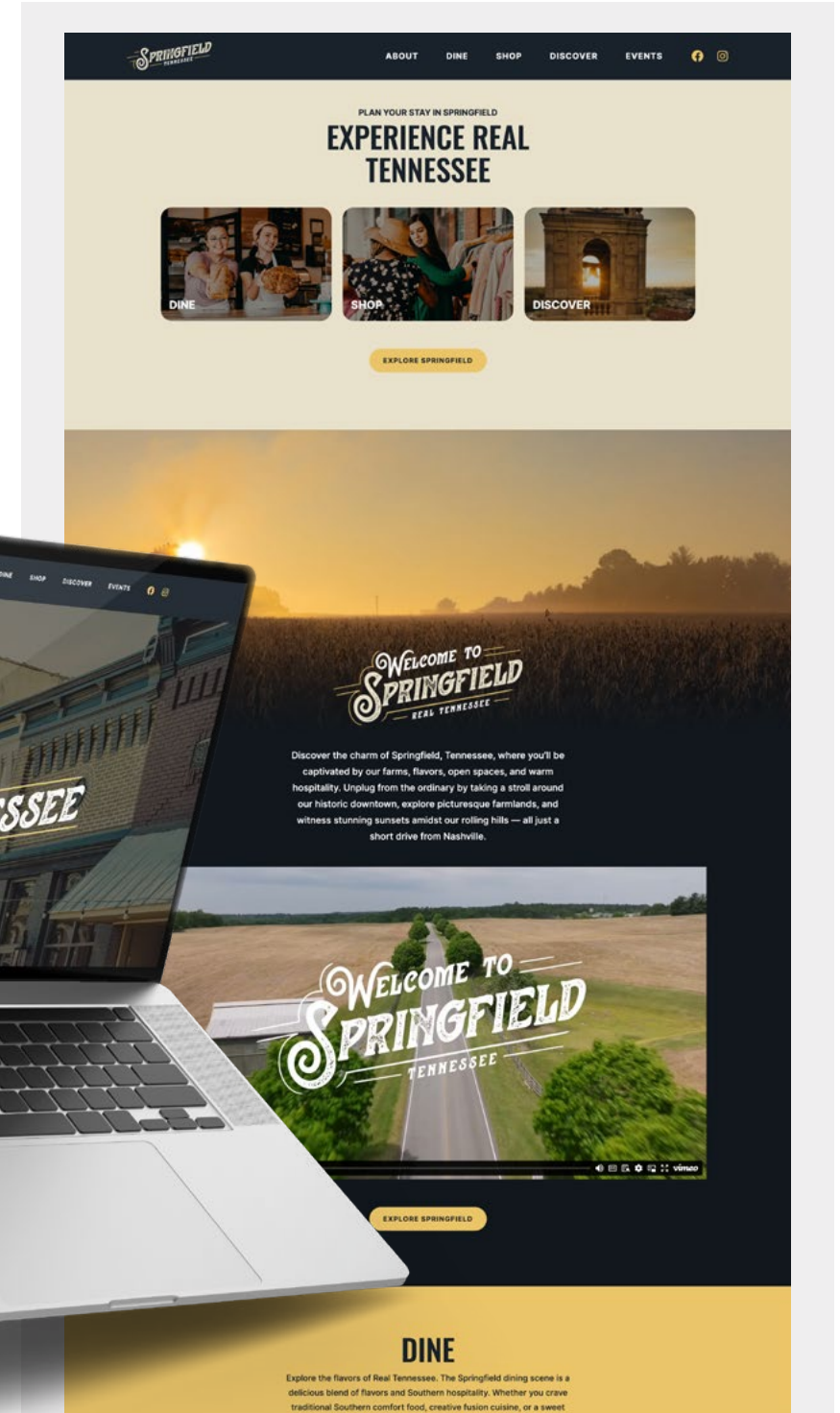
City of Springfield, TN

EXPLORE SPRINGFIELD, TN: YOUR GATEWAY TO CHARM, ADVENTURE, AND THE REAL TENNESSEE

RealSpringfieldTN.com is an initial phase landing page, offering a glimpse into the vision for Springfield, Tennessee. Users are invited to discover the charm, be captivated by the farms, flavors, open spaces, and warm hospitality. Unplug from the ordinary by taking a stroll around the historic downtown, explore picturesque farmlands, and witness stunning sunsets amidst rolling hills — all just a short drive from Nashville. As this site evolves and expands, it aspires to encompass the full Springfield experience with interactive maps, dynamic events calendars, local stories, and well-crafted itineraries.

Asailio “Ace” Timmermeier

Tourism Coordinator, City of Springfield
 (615) 670-9098 | ace.timmermeier@springfieldtn.gov



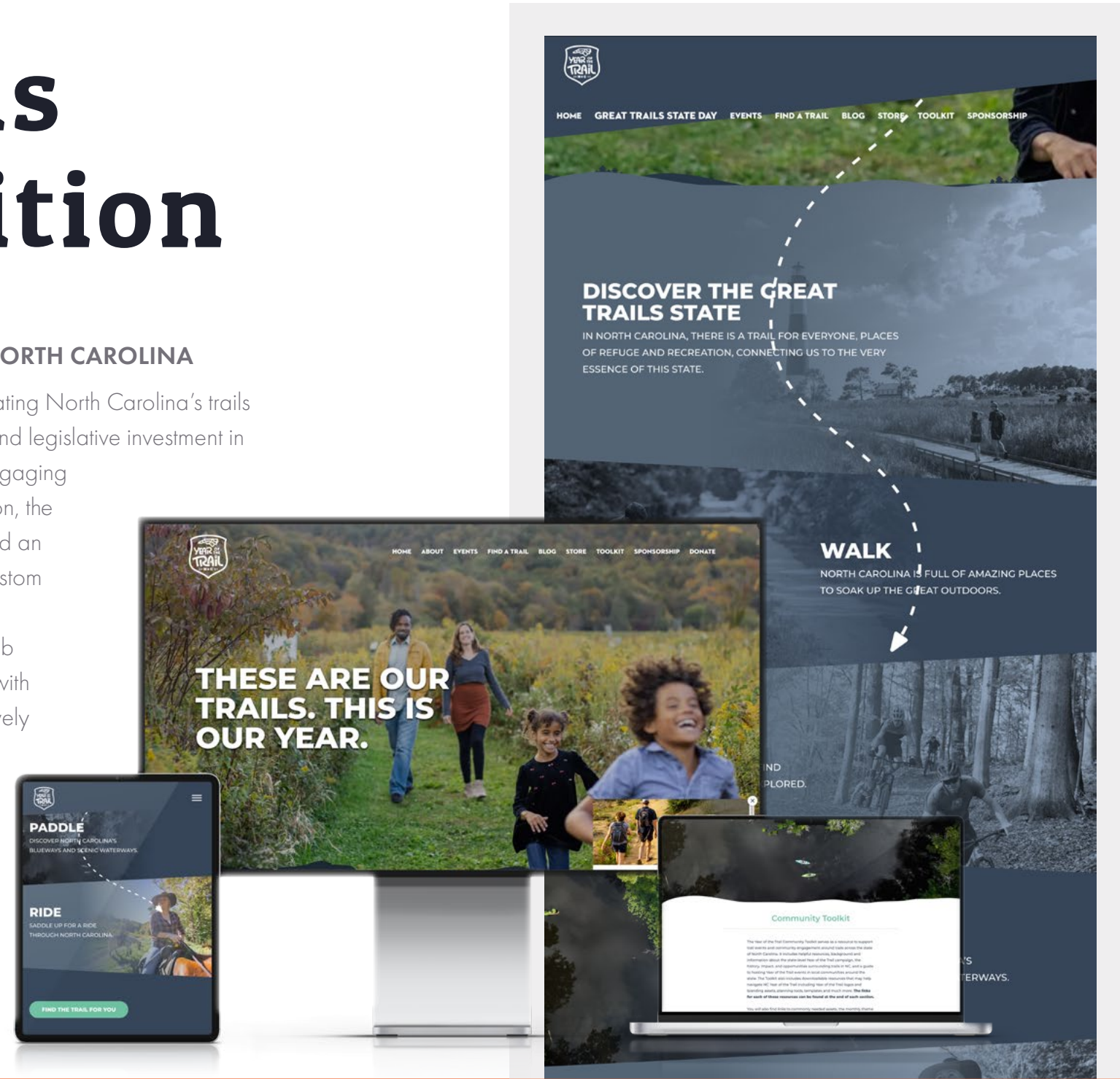
Great Trails State Coalition

UNVEILING A YEAR OF TRAIL DISCOVERIES IN NORTH CAROLINA

The Year of The Trail, a campaign showcasing and celebrating North Carolina’s trails and diverse trail experiences, aims to elevate trail usage and legislative investment in the state’s trail system. Destination by Design crafted an engaging brand for the campaign and the Great Trails State Coalition, the project’s overseer. Alongside branding, the team generated an array of creative assets including photos, videos, and a custom web design. GreatTrailsNC.com, stands as a pivotal tool in realizing the campaign’s vision, serving as a dynamic hub where trail enthusiasts and curious explorers can engage with trails, share their experiences, learn about safety, and actively support trail-related legislation. With its innovative and responsive design, the website contributes significantly to making 2023 the transformative Year of The Trail in North Carolina.

Palmer McIntyre

Conservation Planner, Piedmont Land Conservancy
(336) 691-0088 | PMcIntyre@piedmontland.org



Pricing / Cost Proposal

PHASE ONE: DISCOVERY & ANALYSIS \$7,000

- Task 1.1 Project Consultation
- Task 1.2 Project Planning and Direction-Setting
- Task 1.3 Site Visit & Stakeholder Interviews
- Task 1.4 Discovery & Analysis Report

PHASE TWO: BRAND STRATEGY DEVELOPMENT (OPTIONAL)..... \$3,000

- Task 2.1 Brand Framework Development
- Task 2.2 Brand Framework Presentation

PHASE THREE: VISUAL IDENTITY DEVELOPMENT (OPTIONAL) \$7,000

- Task 3.1 Creative Direction
- Task 3.2 Visual Identity Design
- Task 3.3 Brand Identity Guidebook
- Task 3.4 Presentation of Final Creative Deliverables

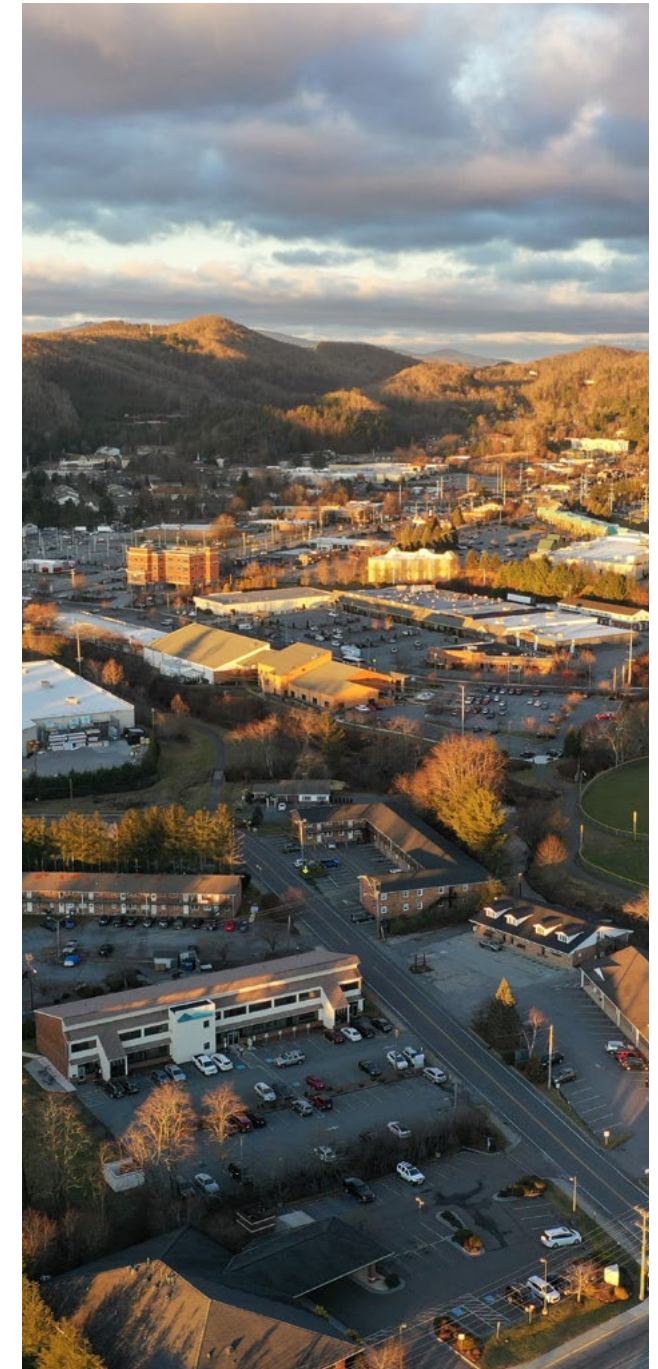
PHASE FOUR: WEBSITE DESIGN & DEVELOPMENT \$40,000

- Task 4.1 Content Aggregation and Development
- Task 4.2 Design Mockups
- Task 4.3 Technical Development & Testing
- Task 4.4 Website Launch and Deployment

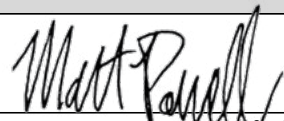
PHASE FIVE: STAFF TRAINING, HOSTING, AND MAINTENANCE PLAN..... \$13,000

- Task 6.1 Website Training (2 Years)
- Task 6.2 Standard Hosting (2 Years)
- Task 6.3 Ongoing Support and Maintenance (14 Months)

**Total Cost:
\$70,000**



One-time Costs	Cost	Notes: List what is included in the line item price (i.e.# of hours, participants, # of days on site, web-based training etc.	
Web Design and Development	\$40,000.00	A robust wordpress website based on the site specifications included within the request	
Training		(see below)	
Other one-time costs (provide details below)		17,000	
Discovery & Analysis	\$7,000.00	Establishing and understanding the full complexity of the project, visiting the community, and stakeholder engagement	
Brand Strategy Development (Optional)	\$3,000.00	An abbreviated brand strategy to provide a foundation for the written copy needed for the website	
Visual Identity Development (Optional)	\$7,000.00	An updated brand based on the existing brand that will provide a unified and cohesive feel to the overall website	
TOTAL One-time costs	\$57,000.00		
Recurring Subscription/Maintenance Costs for initial 2-year contract term	Year 1	Year 2	Notes
Software Licensing costs (if applicable)			
Hosting	\$2,000.00	\$2,000.00	Secure hosting on multiple servers for stability
Maintenance	\$2,000.00	\$5,000.00	Based on an upto 5 hour of maintenance billed at \$100/hr and begins after initial 8 months.
Training	\$1,000.00	\$1,000.00	Up to two 2-hour workshops per year to train staff. Also includes providing existing video instructions.
Other costs (provide details below)			
Total	\$5,000.00	\$8,000.00	
TOTAL Recurring Subscription/Maintenance Cost for 2 years	\$13,000.00		
Total Investment for Initial Two Year Term	\$70,000.00		



Signature of Offeror

Destination by Design Studios PLLC

Company Name

Exceptions

We confirm our full agreement with the services and terms outlined in this request for proposal. According to the provided details, we have no exceptions to these aspects. We understand the importance of a smooth contract, intending to treat both the RFP and our proposal as integral components of the final contract. As the County aims to merge these documents, we're prepared to openly address any concerns for fair negotiations. Our commitment to this approach reflects our dedication to project success and a positive partnership. We eagerly anticipate seamless collaboration on the proposed initiatives, avoiding confusion or disputes.





Assumptions

Our proposal is based on the information provided. We have made minimal assumptions, with the only exceptions revolving around the inclusion of additional branding work encompassing strategic aspects and visual identity enhancements. These assumptions stem from our recognition of the potential impact these services could have on bolstering the success of the web development project. We want to emphasize that these services fall well within our expertise and offerings, ensuring a comprehensive approach to project accomplishment. It's important to note that our assumptions are cautiously considered, keeping the project's overall vision and goals at the forefront. As the RFP prompts us to list such assumptions, we assure you that our approach is grounded in thorough evaluation and alignment with your project's aspirations.

**Our vision is to enhance quality of life,
promote economic development, and
cultivate healthier communities.**



BRANDING



MARKETING



**WEB
DEVELOPMENT**



**CONTENT
PRODUCTION**



ADVERTISING



**MEDIA
BUYING**



DESTINATION BY DESIGN™

136 Furman Road, Suite 6 | Boone, NC, 28607

www.DbDplanning.com | 828-386-1866 | zach@dbdplanning.com