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MIGHTY GUILD

DISCOVER • CREATE • DELIVER

Proposal

City of Camrose

Online Proposal: <https://goo.gl/cV1gbM>

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Contacts:

John Williamson

General Manager

john.williamson@themightyguild.com

(503) 325-2100

Robert Foley

Principal, Director of Technology

robert.foley@themightyguild.com

(503) 764-8181

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Introduction

The City of Camrose, while providing excellent customer service to their town and region, desires to have an outstanding online presence for their community. They seek to have a new, modern, easy to use site that showcases business and city services that serve residents and tourists. This document provides a starting point for a conversation with The Mighty Guild to address this need and ultimately to provide a website that will meet the objectives set forth in the RFP.

Objectives

The requirements for the project include:

- A modern, mobile ready design.
- Interactive Event and Sign-up Management.
- Direct communication abilities to registered members.
- A comprehensive CMS for staff and administration.

Target Audience

The city services a broad audience from residents of all ages, to business owners, contractors, and prospective businesses and tourist. The system should speak to each audience and provide tailored content and services. At the very least this information should include timely community messages and alerts, calendar events, local city and business services.

The story provided should lead your target audiences to engage with city services and personnel. The effort put toward refining your messaging will directly influence your marketing and messaging efforts in future efforts.

We would also need to evaluate the distinct content provided to Families and Business considering to relocate to Camrose, compared those already here.

Approach

We believe that connection is important. That being able to provide a story, a narrative, and connecting with your target audiences determines if your organization, the site, or the services you provide add value. At the end of the day, we will determine if an endeavor was successful if it met a need, supported an audience and solved a problem.

Our approach is consultative. With decades of combined experience in all things digital, The Mighty Guild stands ready to assist the project stakeholders in providing an affordable solution that will meet project objectives. This document is a first step in the project, with rough estimates and timelines for the services that we deem necessary to complete the project. We are here to assist the City of Camrose as a partner in completing the final planning for the site including final pricing, timeline and deliverables.

Process, Documentation and Deliverables.

Our process on any project is to first fully understand our partner's business needs, make recommendations and discuss options that we believe will meet that need, then provide a complete project plan. This would include the proposed project content, outside costs such as hosting and anticipated maintenance services, along with final estimates and timeline, all provided in a document with sign-off.

Once the plan is agreed to, we will provide design solutions including wireframes and visual development with options, then copy any other content in context, and then upon signed approval we will proceed with production. Production reviews provide the opportunity for input and sometimes changes, with the understanding that the deeper we go into production substantial changes may incur additional costs and timeline impacts. Once production is complete we shall proceed with quality assurance testing and then final reviews before going live.

With virtually every project there are revelations along the way that lead to ideas for additional features. Sometimes these can be incorporated depending on the scope of the addition, but often these ideas are relegated to a future iteration of the project. We will keep a list of the “nice to have” features that come to mind through the design and development process and provide estimates and timelines for those as a future project.

From the RFP provided, here are the basic deliverables that we see. We will provide a ranged estimate for these elements and then, per the questions submitted and responses received, we will provide additional recommendations with ranged estimates.

- 1) Official Project Schedule
- 2) Information Design
- 3) Content Design
- 4) Creative Design
- 5) Development Architecture and Design

- 6) Infrastructure architecture and setup
- 7) Software Engineering and development
- 8) Content Implementation and Migration
- 9) Feature Function Quality Assurance and Testing
- 10) Messaging and Advertisement Integration
- 11) User navigation Analytics
- 12) Content Refinement

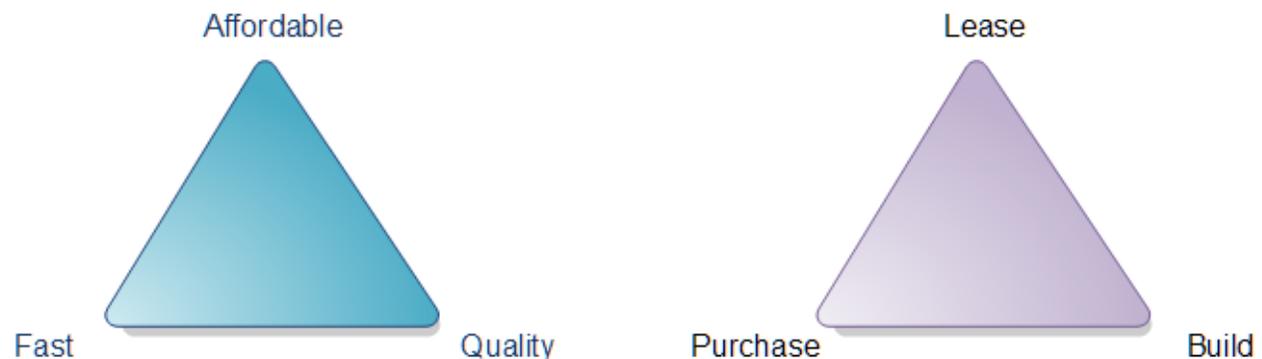
Scope of Work

The Mighty Guild team prefers to conduct an initial interview and strategy session prior to issuing a recommendation. Our goal is to not only address the client's current needs but to plan out a long-term strategy. Through our partnership we gain an understanding of your business, customers, and donors. Which means we can recommend business, marketing and technology strategies which empower and grow your efforts and just might save you money.

Defining Priority and Focus

- Identify Key Priorities
- Mapping out initial release and planning future stages
- Allocate direction and budget to those priorities

The team will need to identify which website features have the highest priority. This priority will govern the allocation of budget and resources which will in turn determine timeline and delivery of services and work product for each team on each website property.



- Priority governs team decisions.
- Only two of the three options can be “fixed”.
- One must “give” to meet to needs other two.
- Each option comes with pros and cons.
- Building means you own all decisions and all responsibilities.
- Purchasing means you have total control and you are gaining time by buying someone else’s efforts.
- Leasing, you are paying for someone’s else’s efforts, and decisions by getting immediate access with less control.

Recommendations

Based on our years of experience we’ve provided budgets for key deliverables and features. However, we have found while collaborating with clients that the what was envisioned at the start is not what will be created at the end. In designing and building a marketing/business system literally 10,000s of decisions are required.

Brand, marketing message and user stories inform the site structure, content editorial and media, plus business services which in turn support marketing campaigns. Our focus is to prioritize what features, services, and budget are used in service to that goal.

“It’s all connected”

- **Dirk Gently**

We are providing recommendations which are scoped based on the effort and features required to meet a given feature set. The budget we provide is a mile marker which we work toward.

We recommend using:

1. Initial Client Consultation of proposed features and migration to discuss priorities.
2. Continued Refinement of Scope Meetings, followed by some prototyping and new creative look & feel review.
3. Establishment of Full Development Timeline.
4. Ongoing Project Tasks with client review and satisfaction.
5. Updates and changes as needed to provide a Premium, engaging Site and Community Communication Tool.

These stages would address the primary Features for your site as outlined here:

- A dynamic website platform that can support up to hundreds of pages of content. [\$20,000]
 - Hosted Securely in Canada.
 - Fully Responsive for Web, Tablet, and Mobile.
 - Full integrates with other apps through APIs
 - Customized Theme.
 - Every page is Print Friendly.
 - Nighttime and Emergency usability.
 - Fully Searchable with Filters, such as Businesses.
 - User/page usage tracking for Analytics.

 - 2A comprehensive CMS. [\$15,000]
 - Staff Training.
 - Administrative Dashboard.
 - Reviewable Authoring Activity.
 - Priority Flags for New Content Approval.
 - Standard login and Admin-user management.
 - Assignable Permissions.
 - Segmentable by Department.
 - Full content creation/editing/posting/archiving/deletion.
 - Page position and Navigation hierarchy rearrangeable.
 - Rich-Text Editing with Spelling and Grammar checking.
 - Image and Documentation upload/storage/retrieval (arching & deletion).
 - Event creation with Maps integration.

 - Event and Sign-up Management [\$10,000]
 - Dynamic Calendar.
 - Event Sign-up.
 - User management.
 - Participant communication with Maps and Directions.
 - Open Event Creation Form with Staff Approval/Denial.

 - Communications to Membership [\$10,000]
 - Alerts, such as scrolling message banners.
 - Newsfeed.
 - Blog.
 - Email & SMS Notifications.
 - Emergency Alert System.

 - Automated Social Integration [\$5,000]
-

- Standard Icon Links.
- Social feed content showcasing.
- One-click to multiple social channel posting.
-
- Payment Options [\$5,000]
 - Seamless integration of quick payment
 - Potentially full cart
 - Takes all standard payment methods: credit card, PayPal, etc.
 -
- Ongoing Customization [\$10,000]
 - Reviews and Revaluations
 - Change Orders
 - Content and Feature Updates
 - Security Updates

Schedule and Milestones

Initial Website Redesign could be implemented in 1 to 2 months, but adding all the requested features could take a timeline from 3 to 6 months. Based on Priority and requirements, the website could be built on an ever evolving platform. Feature changes and maintenance could span a whole year and beyond with minimal engagement after the first 6 months.

A more detailed timeline with work-hours and dates will be delivered after a Full Scope Meeting, with revisions from further discovery.

The schedule provided is for illustrative purposes only. A final schedule will be defined through discovery and design and specified in the SOW (Statement of Work).

Facts and Figures

The following defines the estimated team effort required to provide the SaaS Mighty Portals strategy. Alternative strategies may require additional consultation and scope definition.

Development

Title	Budget
Account Management	\$10,000
Project Management	\$5,000
Content Migration/Addition	\$5,000
Information Design	\$5,000
Interface Design	\$5,000
Programming	\$30,000
Staff Training	\$5,000
Webmaster	\$5,000
Network/Server	\$5,000
Sub-Total	\$75,000

Hosting Estimate

Includes:

\$1200 Cost Annual

- Natively Responsive Website
- Website Personalization Tools
- Full Analytics and Tracking
- Web Hosting on Amazon Cloud
- Email Support
- Custom Domain (mysite.com)
- Secure Connection (HTTPS)
- Site Backup
- Chrome Push Notification
- Developer Mode
- Multi-Language Website

Fees and Expenses.

Customer shall pay Company for the scope of work contemplated by this SOW (the “Scope of Work”) and the related fees and obligations on a “Time and Materials” basis at a rate as detailed in the rate table defined in 6.1.

Figure 6.1

Title	Hourly Rate
Client Strategic Consulting	\$150.00
Information Architecture	\$100.00
Systems Architecture	\$120.00
Application Architecture	\$120.00
Server-side Development	\$95.00
Database - Analysis	\$120.00
Database - Migration	\$95.00
Database - Development	\$100.00
Client-side - JavaScript Development	\$85.00
Client-side - HTML Development	\$65.00
Client-side - Theme Foundation	\$85.00
Mobile Development	\$95.00
Graphic Designer	\$85.00
Creative Design	\$100.00
Interface Design	\$85.00

Project Management	\$65.00
Technical Project Management	\$80.00
Online Marketing Manager	\$75.00
Systems Architect	\$60.00
Systems Administrator	\$50.00
IT Support Specialist	\$50.00
Webmaster	\$50.00
Office Administrative	\$35.00
Online Marketing Manager	\$65.00
SEO Marketer	\$35.00
Educational Instructor	\$55.00
Training Instructor	\$45.00

Services that are not explicitly defined in the service roles detailed in 6.1 are provided at a blended rate of \$75 per hour for services rendered.

Maintenance Contract

***** Please note the maintenance contract is only for hosted platforms such as Wordpress, Drupal, or Magento. SaaS (Software as a Service) platforms may not require a service contract and is included in the hosting contract.***

Maintenance contract provides monthly site updates on a bi-weekly update schedule. Standard updates are point-releases for existing core or contributed modules and themes. New features and full releases are not covered in the maintenance contract.

Security releases are addressed with an expedited priority and are reviewed and applied within 1-5 days of release. The nature of the security updates will affect review and release schedule.

Maintenance contracts do not cover complications or conflicts to existing systems and should a feature or site fail to function -- consulting is provided at a time and materials rate of \$150/hr.

Responsibilities of Camrose Staff

Client will be responsible for Project Scope, Buyoff, Routine, and Review Meetings.
Staff will need to insert content directly into the site with CMS or provide clear instructions.



Staff will provide proprietary images and logos when needed, these can be provided by us at an additional cost, but some are included in the Theme design.

Staff will provide access to original codebase, hosting passwords, and any related databases.

Staff may need to provide access to appropriate business accounts for online Payments which we will keep secure.

Training Contract

Based on client's training needs, training can be provided for new systems with workflow oriented training tasks or overall system training for each platform provided. This can be delivered in-person, in a virtual classroom online, and in recorded sessions.

Online Training

Assumes four 2 hour sessions.

Budget \$2,000.00

Additional individual training will be charged at a \$50/hr rate.

In person Training

Assumes one 2 hour sessions

Budget \$3,000.00

Includes Transportation and Lodging for Trainers.

Submission Requirements

Most RFP stated requirements are placed in appropriate places in the Document.

For Similar Sites we have created and managed and Sample Products, see Addendum D.

Our Senior Developer is Robert Foley, has over 20 years of experience providing solutions for both small and large companies, Portland State University, and the United States Whitehouse.

See more at

Work Projects

<https://www.robertfoleyjr.com/work>

LinkedIn

<https://www.linkedin.com/in/robertfoleyjr/>

About The Mighty Guild

This incarnation of our business has operated for 2 years. We have evolved from a previous company with dedicated resource partners that each have 20 years of experience in Website Design, Software Programming, E-Commerce, Testing, Advertising & Marketing, Staffing, and Business Auditing and Consulting.

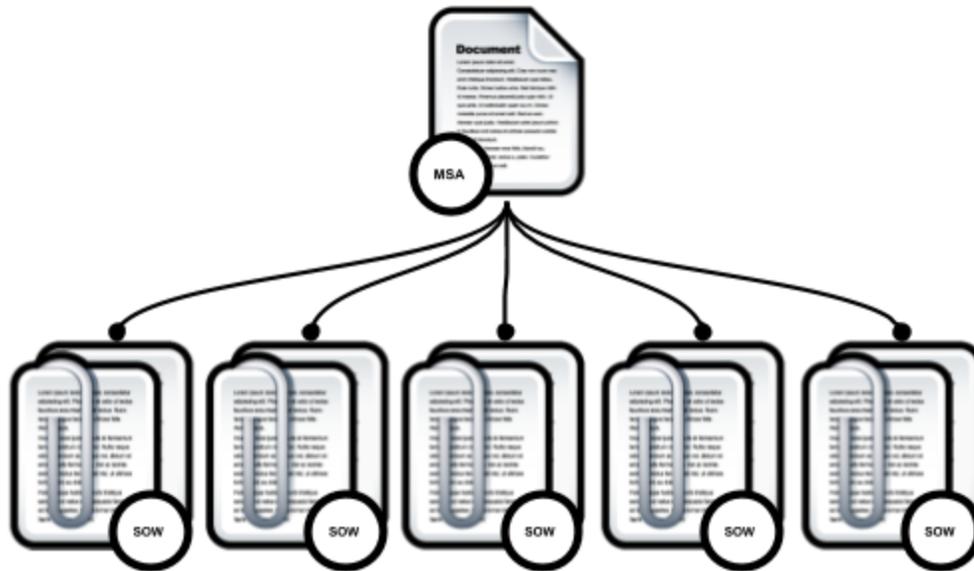
We have a core membership of 5 full time staff people, with a pool of 20 other developers and project specialists.

Other companies we have worked with and letters of recommendations can be found at www.TheMightyGuild.com

Client Approval Process

The following provides an overview description of our preferred approval process. A MSA (Master Services Agreement) defines the basis of our partnership for this and any future collaborations. A secondary SOW (Statement of Work) contract is issued for each project, engagement or expired time frame (for retainer or annual contracts).





MSA (Master Services Agreement)

A **master service agreement** is a contract reached between parties, in which the parties agree to most of the terms that will govern future transactions or future agreements. A master agreement permits the parties to quickly negotiate future transactions or agreements, because they can rely on the terms of the master agreement, so that the same terms need not be repetitively negotiated, and to negotiate only the deal-specific terms.

SOW (Statement of Work)

A **statement of work (SOW)** is a document routinely employed in the field of project management. It defines project-specific activities, deliverables and timelines for a vendor providing services to the client. The SOW typically also includes detailed requirements and pricing, with standard regulatory and governance terms and conditions. It is often an important accompaniment to a master service agreement or request for proposal (RFP).

Payment Terms

Payment Terms and Schedule.

Company shall invoice Customer for all fees due monthly. Customer shall pay all invoices within 15 days from the date of receipt thereof. Customer shall have 10 days from the date of receipt to dispute any associated fees. Unpaid Fees shall accrue interest at the rate of 18% annum. Additionally, Company shall

be entitled to expenses incurred in its efforts to collect unpaid fees, if necessary, including without limitation, court costs and reasonable attorney's fees.

Additional Services.

Company agrees to provide additional consulting, development and other related services as requested by Customer pursuant to the Customer's needs. These services will be identified through discussion between Company and Customers' personnel on a "Time and Materials" basis at a rate no higher than **\$150.00 per hour**.

Additional Expenses. In the event that Customer requests work be performed that will require travel, added hardware or software beyond what is supplied by Company consultants, or other expenses that are considered outside of normal operations, Customer shall reimburse Company for Company's actual costs to pay those expenses.

Summary and Next Steps

Initial Meeting

Discuss core needs and goals, refine budget and agree to initial scope.

Sign Contracts

Formally sign contracts and schedule project start date.

Preparation

Gather you editorial, images, and video assets.

Schedule stakeholders and set review times.

Discovery

Review your current site for the content and features that are successful, and those that are not. Use this to determine which content needs to be carried forward, which needs modification, and which needs to be abandoned or rewritten/restructured.

Your Contacts:

John Williamson

General Manager

john.williamson@themightyguild.com

(503) 325-2100

Robert Foley

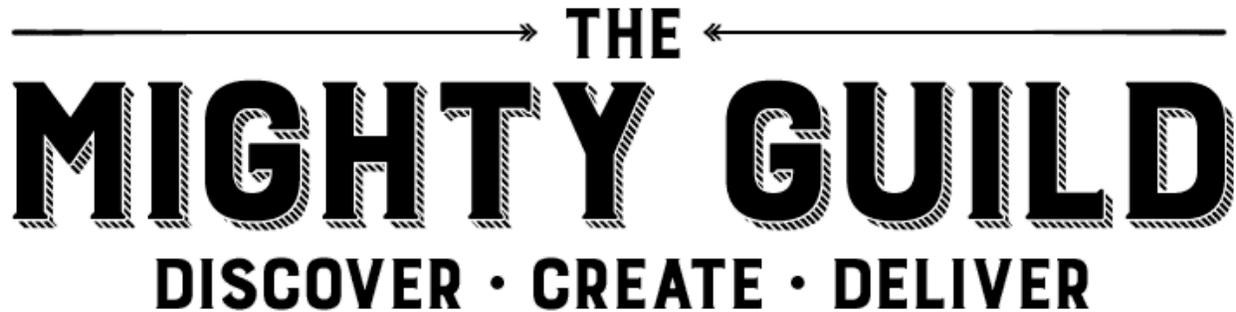
Principal, Director of Technology

robert.foley@themightyguild.com

(503) 764-8181

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Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
ඔබට
Bedankt Děkujeme vám
ありがとうございます
Tack

Addendum A: Who we are



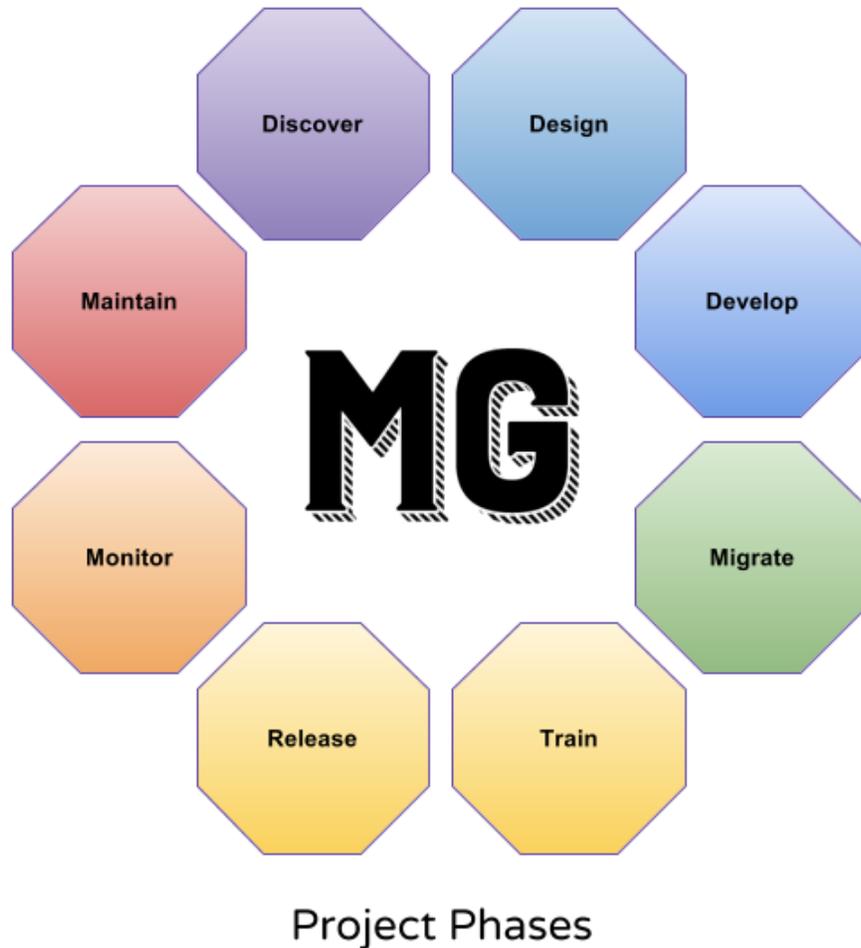
The Mighty Guild was formed under the basic premise that the quality of its product and services are directly tied to the people. Our clients are our top priority and our clients are you.

The client who pays for business, marketing, creative, or technology services. The client who signs on to a contracting project and provides their experience and expertise. The client who is just starting out as a trainee, seeking mentorship and training assistance. All of you are our clients and they in turn are your advocates.

Together we are Mighty, and we can't do it without you.

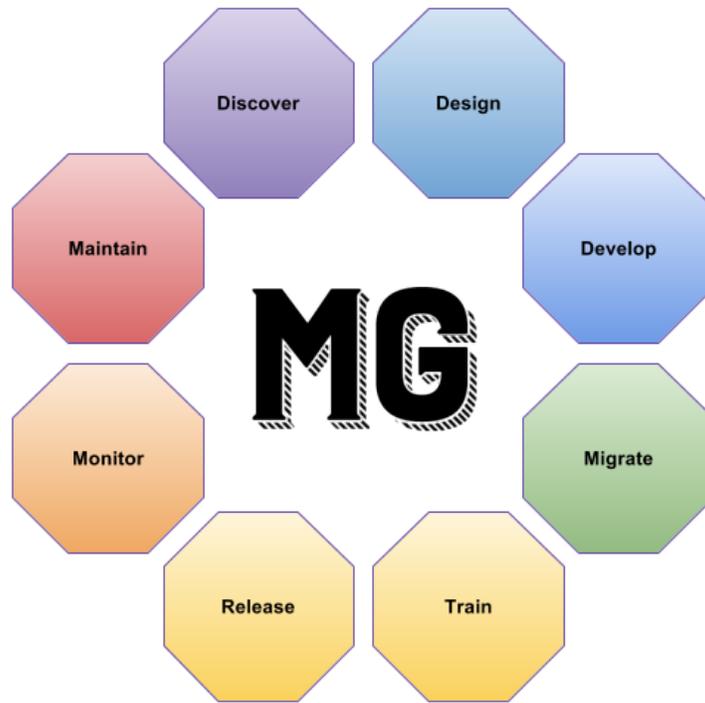
Our extended team includes numerous partners and consulting members each providing their select skills and experience to the whole that is The Mighty Guild.

Addendum B: Process



Our process is fairly straightforward, and we will guide you through it to ensure that your project goals are met.

Your needs, current situation and goals will determine where within the process wheel we will start your journey. But rest assured, there is a plan to all things and we will do our best to guide your team toward your goals.



Project Phases

Discover

We learn who and where you are and your goals.

Design

We identify why, what, and how.

Develop

Creation is never easy, experience creates results.

Migrate

What is in the past can we new again.

Train

Knowledge is power, your team owns the solution.

Release

Readiness requires testing, review, and preparation.

Monitor

Performance must be measured, vetted, and managed.

Maintain

Everything in moderation, improvement defines growth.

Addendum C: Capabilities

Partnerships Require Trust

The Mighty Guild is your advocate, your guide and your support. Our principle goal is your success and we accomplish this by providing sound guidance in everything we do.

Your trust in us and your success is how we measure the value of our partnership. We accomplish this in part, through the various specialty services detailed below.

Core Capabilities

Business Services

We provide services tailored to your needs with the goal of defining a strategy and providing an answer that solves your problems. The depth and breadth of our analysis will depend on your key focus: time, budget, and level of clarity. We devise a plan based on your individual needs. And we personalize our services and deliverables based on what we understand to be your goals and your budget.

Marketing & Brand

Brand and Marketing strategies require an understanding of your audience, what drives them to action, and how you can service their needs.

Technology

The right tool can make all the difference. We scale our recommendations based on your goals, your budget, and the complexity required. We and our partner network will deliver solutions that exceed your technical needs.



Staffing

Our membership network is growing! We help you find talent, be it for a single engagement, a project, or permanent positions. Whether you are looking for work or looking for talent. We work with you to find the right opportunity and the right candidates.

Training & Career Guidance

Not everyone can afford an agent, a counselor, or a career coach. That is, until now.

Looking for work or not sure how to get there?

Reach out to us and we will conduct an assessment, define goals, and determine next steps.

Services

Brand Identity

Image, photography, and message combine for form?

Graphic Design

Designing a graphic solution requires context, theory, and a goal.

Interface Design

Defining a solution for who, does what, and how.

Usability

Defining the best approach for users to accomplish their goals.

Marketing

Strategies for promoting your brand and connecting with your customers.

Business Analysis

Goals and plans don't write themselves. We work with you to make your vision a tactical plan.

Website Management

We manage the day to day so you don't have to.

Front-end Development

Providing responsive, JavaScript and CSS frameworks, remoting and GUI services.

Back-end Development

Platforms, multiple languages, vendors, and middleware in between.

Migrations

Providing solutions for media, content, and data from one system to another.

eCommerce

Platform consulting, vendor selection, and integration.

Quality Assurance

Testing requires a plan, a way to measure it, and validation.

Creative Writing

Speaking to an audience requires more than just facts, it requires character.

Analytics/Monitoring

3rd party, client-side, server-side reporting to track performance, stability, or campaign success.

Platform Focus

While our combined team has a diverse background and experience in multiple platforms and development tools. We've streamlined our focus to open source and SaaS vendors which we feel provide the best value and lowest ongoing costs to our clients.



<https://www.mightyportals.com>

Online SaaS website building, eCommerce, and hosting platform



<https://www.squarespace.com/>

Online SaaS website building, eCommerce, and hosting platform.



<http://www.drupal.org>

Open source development platform providing a "out of the box" CMS and application development platform.



<https://www.wordpress.org>

Open source software you can use to create a beautiful website, blog, or app.



<https://www.shopify.com>

Online SaaS eCommerce platform.

AND SO
MUCH MORE!

Addendum D: Project Examples

All told, our members and partners have over 400 projects to reference. Most are from 15 to 20+ years of experience as freelancers and employees at key agencies in the industry.

The following are our most recent as a team:

City of Beaverton



<http://www.beavertonoregon.gov/eat>

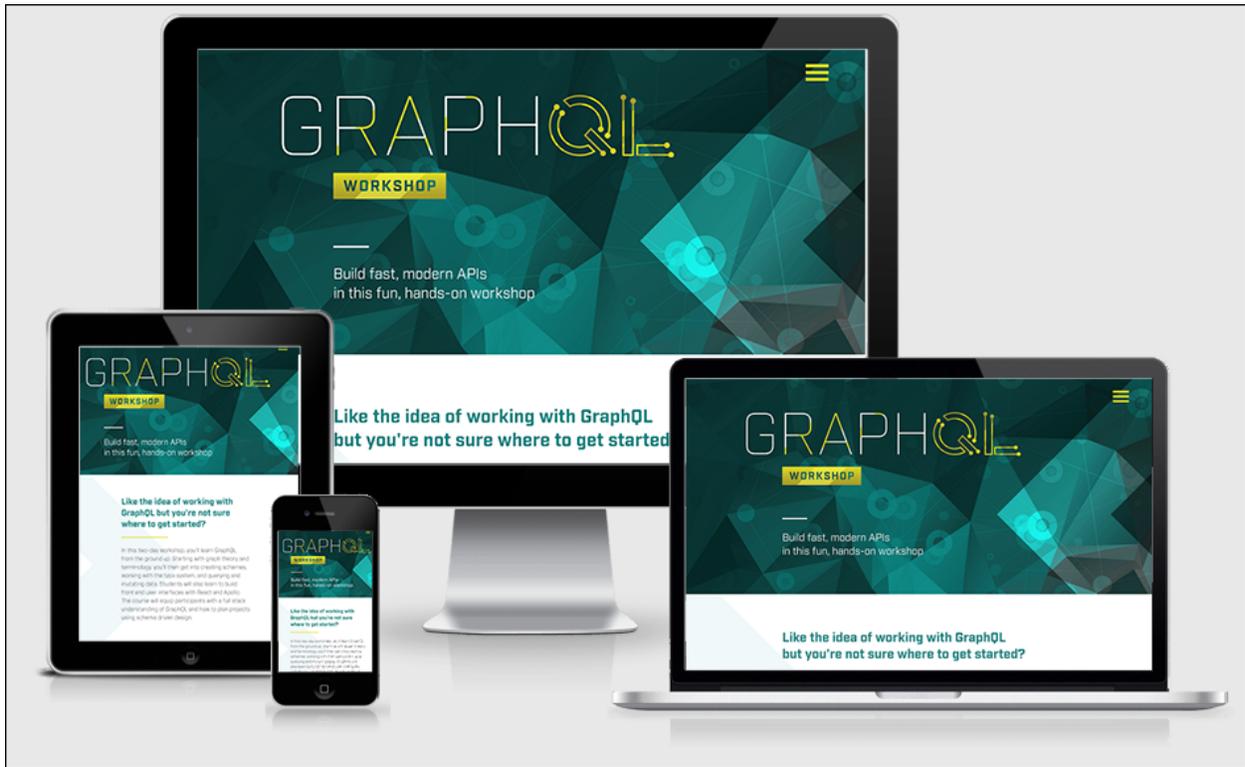
Services

- Branded Marketing Materials
- Poster and promotions
- Social Media Ads

Technology

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Facebook Ads
- Instagram Ads
- Pinterest Ads

GraphQL Workshop



<http://graphql.org/community/upcoming-events>

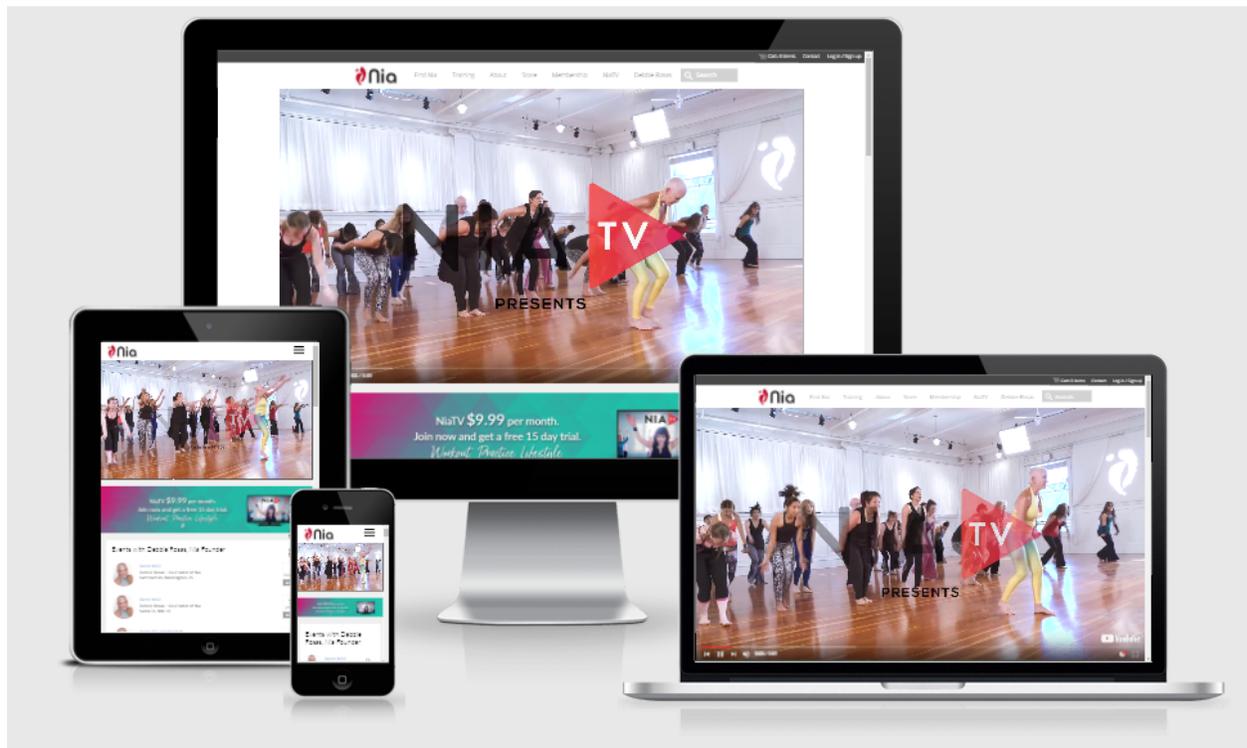
Services

- Branded Identity Design
- Poster and promotions
- Responsive Interface Design
- Social Media Ads

Technology

- Adobe Photoshop
- Adobe Illustrator

Nia Technique - Nia Now



<https://www.nianow.com>

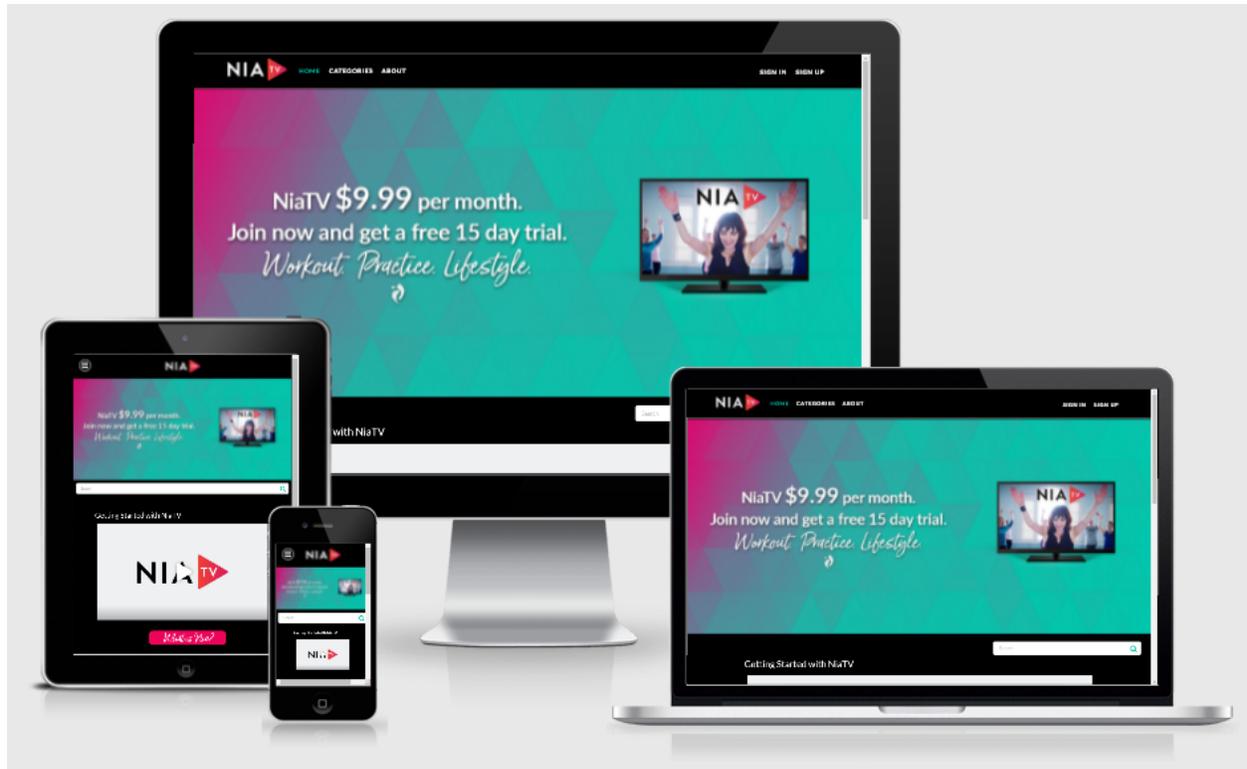
Services

- WebSite Interface Design
- Integrated streaming Videos and Audio
- Membership management platform
- Event Management
- Map-based Search
- eCommerce Store
- Server Administration and System Design

Technology

- Drupal
- PHP
- MySQL
- Apache

Nia Technique - NiaTv



<https://www.niatv.fit>

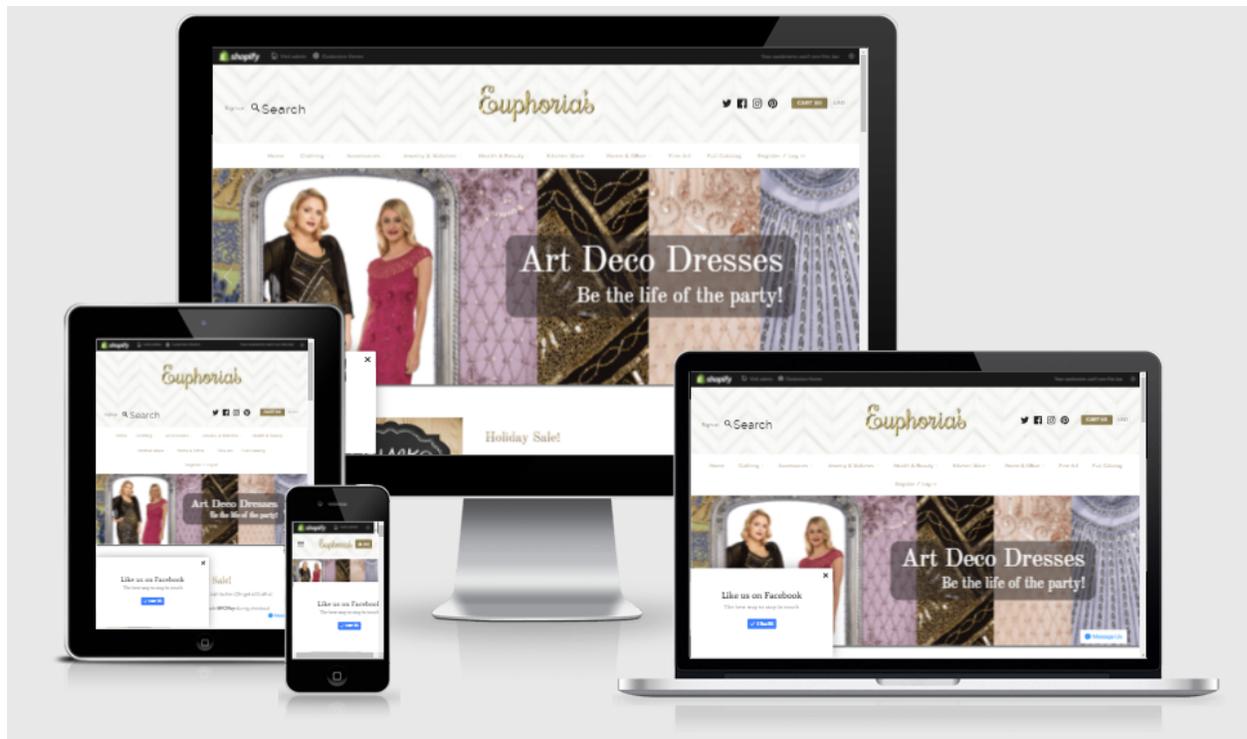
Services

- WebSite Interface Design
- Integrated streaming Videos and Audio
- Membership management platform
- eCommerce Store
- Webmaster Setup and Management

Technology

- SaaS (uScreen)
- Ruby
- MySQL
- Apache

Euphoria's



<https://www.euphorias.online>

Services

- WebSite Interface Design
- Creative Writing
- Inventory and product photography management
- Shopify Setup and Administration
- 10 Sales channels integration
- Inventory management and synchronization
- Online social media integration
- Marketing automation and email campaign management
- Ai marketing agent
- Discounts and promotions

Technology

- Saas (Shopify)
- Facebook Store
- Ebay Store
- Amazon Store
- Pinterest Store
- Instagram Store
- Wish Store
- MailChimp

Iron Canvas Studios



<http://www.ironcanvasstudios.com>

Services

- Identity Design
- WebSite Interface Design
- Creative Writing
- Email marketing integration
- Social media integration

Technology

- Static site (Adobe Muse)

Mighty Portals



<https://www.mightyportals.com>

Services

- WebSite Interface Design
- Creative Writing
- Email marketing integration
- Social media integration

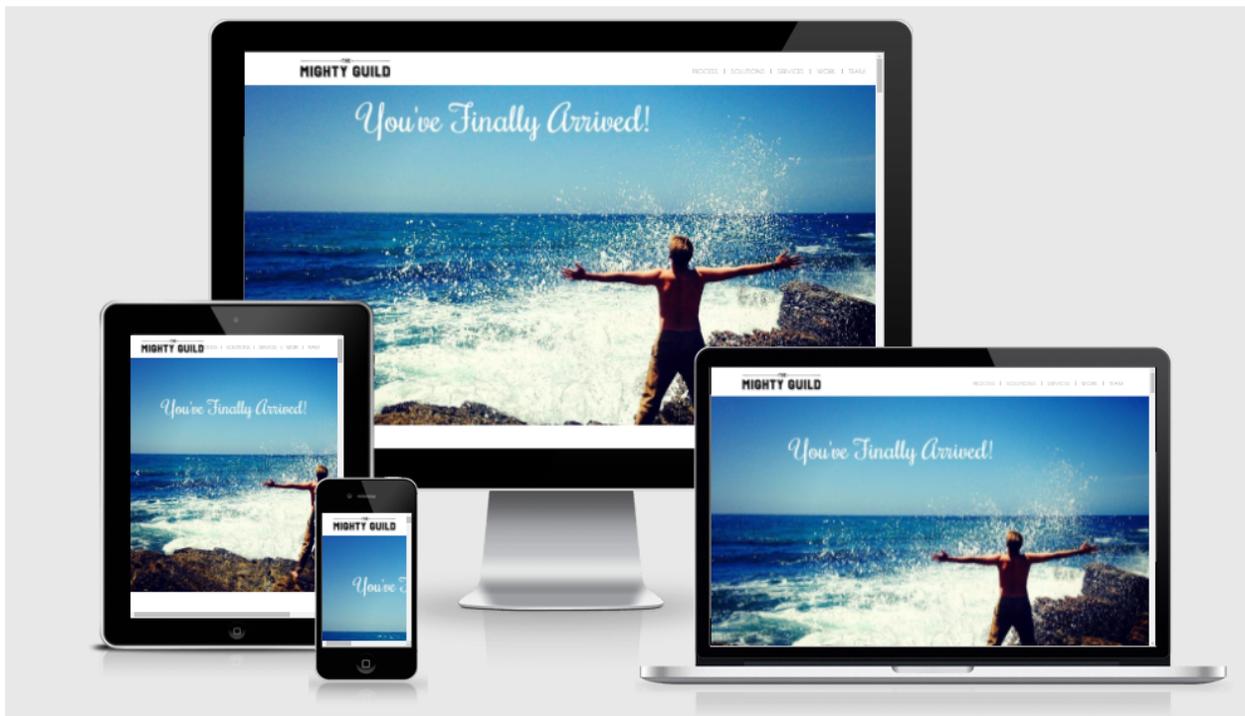
Technology

- Sass (Mighty Portals)
- Mailchimp
- Facebook API

<https://www.mightyportals.com/solutions>

- Existing Content Injection
- Rapid Content Migration

The Mighty Guild



<https://www.themightyguild.com>

Services

- WebSite Interface Design
- Creative Writing
- Email marketing integration
- Social media integration

Technology

- Sass (Mighty Portals)
- Mailchimp
- Facebook API