



Response to

Request for Proposal

Historic East Village
c/o Chris LoRang, President

WEBSITE DESIGN / CONTENT MANAGEMENT SYSTEM

Presented by

Think Different Designs / Larry Bradshaw

418 6th Ave Ste 902

Des Moines, IA 50309

P 515.344.3275

www.thikdifferentdesigns.com

September 28, 2015

Project Executive Summary

Cost

After meeting with you and reviewing your current site, I would estimate your site would cost approximately \$2,000. This estimate is derived from the three attached line-item estimates. These are labeled HEV-1 which consists of domain registration, email setup and hosting via Google Apps for Work, and my standard hosting plan; HEV-2 consists of the additional software/plugins that would be needed to accomplish your business needs; and HEV-3 consists of the actual development billable time.

Project Approach

Provide a world-class website and user experience for both desktop, tablet and mobile users, beginning with content from current website (if available) presented in a newly customized WordPress template that is **responsive** for desktop, tablet and mobile devices. Your menu structure would be kept approximately the same. Your website would be interactive allowing social sharing to social networks Facebook and Twitter and other social media sites that meet your needs. Website traffic usage would be tracked using the industry standard, Google Analytics and Search Engine Optimization would be done using the All-in-One SEO Service using your provided content to optimize searches. Website security would be controlled via iTheme Security and Sucuri Security plugins.

We would develop your site on a new temporary domain, for example: eastvillagedesmoines.us or eastvillagedsm.com which would allow you to see the site and have yourself and others to preview the content prior to switching over to your domain of eastvillagedesmoines.com

Timeline

Work could begin in early October as based on the project parameters provided. I should be able to be completed the work within a 30 day time frame. Delays could occur during the process as content is being provided to developer.

Overview of Think Different Designs

Think Different Designs was founded by Larry Bradshaw with a the goal of helping people express themselves creatively - through design and words.

I designed my first site back in 1994 (before most people were using the internet), since then I've worked on numerous personal and client projects in my spare time. I specialize in delivering effective, long-lasting, good-quality websites that meet your needs. I've designed sites for small mom-n-pop businesses in a variety of industries, non-profits as well as associations. I

You should know that while creating site designs I will try and work closely with you, the client and understand your true needs for your site. I possess strong communication skills and I believe the ability to conceptualize needs into practical and usable internet ideas is as important as my technical skills.

While I am an independent designer with no staff and a full-time job outside of my design business, I am generally able to to meet with clients anytime after 5pm Monday through Fridays, and anytime on the weekends. Most website designs are completed within a few weeks for a time frame and support for existing clients is generally within 24 to 48 hours.

I support client needs with one-time designs, quarterly updates, and some clients I support on a monthly maintenance basis, all depending on the clients needs. I provide web hosting and email support for clients as needed.

Reference Projects

Children & Family Urban Movement

1548 8th Street

Des Moines, IA 50314

cfum.org

Linda Danielson, Operations Director

Amanda the Panda

1821 Grand Avenue

West Des Moines, IA 50265

amandathepanda.org

via Brooke Avila with BA Innovations brooke.avila@gmail.com

Iowa Youth Chorus

6301 University Ave Ste 208

Windsor Heights, IA 50324

iowayouthchorus.org

Kristen Stanton, Executive Director - kristenstanton@iowayouthchorus.org

FAF Development LLC

1777 NE Loop 410 Suite 600

San Antonio TX 78217

800-560-3988

fafdevelopment.com

Guy Ewald, Principal Director - info@fafdevelopments.com

I invite you to visit my web design portfolio at thinkdifferentdesigns.com to see examples of my work.

Payment Terms

Payment terms are Net 10 days from date of invoice.

Initial deposit to begin of approximately 25% of estimated total prior to work commencing. A first invoice will be sent with this amount after initial agreement to work together.

Second invoice will be sent for hours accrued at time of initial validation and any expenses incurred for software/plugin purchases.

Next invoice will be sent at time the site is ready to go live.

Maintenance invoices will be sent on a monthly, quarterly, or annual basis as agreed upon.

Upon payment for services, Client will have a perpetual, non-exclusive, royalty-free license to use for its business operations anything developed by Think Different Designs and delivered to Client as part of their agreement.

Limitation of Liability and other Legal Waivers

Think Different Designs warrants that any intellectual property created for Client under agreement is original and/or licensed and that Think Different Designs owns or is otherwise authorized to transfer any intellectual property rights licensed to Client herein.

Think Different Designs further warrants that there are no pending or threatened infringement claims based on such materials. Think Different Designs agrees to indemnify and hold Client, its affiliates, subsidiaries, trustees, officers, directors, employees, and agents, past and present, harmless against any claim, suit, loss, liability and/or expense, including reasonable attorney's fees, arising out of or relating to any breach of the above-mentioned warranties.

Nothing in the agreement will be construed to preclude either party from developing, using, marketing, licensing, and/or selling any services or software developed.

Client warrants that any content, designs, photographs, other textual or electronic material that it provides to Think Different Designs is original, in the public domain or that Client is otherwise authorized to use and publish such material. Client further warrants that there are no pending or threatened infringement claims based on such material. Client agrees to indemnify and hold Think Different Designs, its affiliates, subsidiaries, trustees, officers, directors, employees, and agents, past and present, harmless against any claim, suit, loss, liability and/or expense, including reasonable attorney's fees, arising out of or relating to any breach of the above-mentioned warranties.



ESTIMATE

EST-150001

Think Different Designs

418 6th Ave Ste 902
 Des Moines IA 50309
 larry@thinkdifferentdesigns.com
 thinkdifferentdesigns.com
 515-344-3275

Bill To
 Historic East Village
 Chris LoRang
 PO Box 93904
 Des Moines
 50393 IA

Estimate Date : 09/28/2015
 Expiry Date : 10/31/2015
 Reference# : HEV-1

#	Item & Description	Qty	Rate	Amount
1	Domain Name Transfer Domain to New Registrar and pay for 12 months (Optional Service)	1.00	15.00	15.00
2	Domain Name Purchase an alternative Domain for 12 Months that can be used to build out development site until ready to transfer site to existing eastvillagedesmoines.com domain. Suggestions include eastvillagedesmoines.us or eastvillagedsm.com. (Optional Service)	1.00	15.00	15.00
3	Email Hosting Email Hosting When Site Moves from Current Host Suggest Google Apps for Work, \$5 per user, estimate is for 4 users (Will be paid to Google 30 within 30 days of going live)	4.00 1	5.00	20.00
4	Email Transfer / Set Up Time Needed for Setting Up Email and Moving Records	0.50 .5	50.00	25.00
5	Monthly Hosting - Standard Plan 12 Months Paid Annually Upfront	12.00 12	25.00	300.00
			Sub Total	375.00
			Total	\$375.00

Notes

Looking forward for your business.



ESTIMATE

EST-150002

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Estimate Date : 09/28/2015
 Expiry Date : 10/31/2015
 Reference# : HEV-2

#	Item & Description	Qty	Rate	Amount
1	Themeforest Theme: X-Theme Standard Build Template for Site Responsive Theme	1.00 1	67.00	67.00
2	Codecaynon Ultimate Addons for Visual Composer Additional Plugin for Site Buildout	1.00 1	20.00	20.00
3	Custom Facebook Feed Pro Provides the ability to replace current News Page with content pulled every hour from your Facebook page Requires ANNUAL LICENSE RENEWAL	1.00	49.00	49.00
4	Custom Facebook Feed Pro - Photo Album Provides the ability to pull in Facebook Photo Albums into your site. Requires ANNUAL LICENSE RENEWAL	1.00	9.00	9.00
5	Custom Facebook Feed Pro Plugin - Lightbox Extension Used in conjunction with CFFP - Photo Album Requires ANNUAL LICENSE RENEWAL	1.00	9.00	9.00
6	Modern Tribe's Event Calendar Pro Provides the ability to have an Event Calendar on your website. Requies ANNUAL LICENSE RENEWAL	1.00	89.00	89.00
7	Modern Tribe's Event Calendar Pro - Community Event Extension Provides the ability to allow web site visitors to enter Events for Event Calendar that will then be able to be reviewed prior to posting. Requires ANNUAL LICENSE RENEWAL	1.00	89.00	89.00
8	Modern Tribe's Event Calendar Pro - Facebook Event Auto Import Extension Provides the ability to take Facebook Events from your Facebook Event Calendar and bring them in automatically to your website event calendar, thus preventing the need for dual entry. Requires ANNUAL LICENSE RENEWAL	1.00	49.00	49.00
9	Newsletter Sign Up from Website into Mail Chimp Provide the ability for a visitor to enter their email address and have	1.00	0.00	0.00

#	Item & Description	Qty	Rate	Amount
	them subscribed to a Mail Chimp email list (Included in Theme - No additional cost)			
10	Membership - WooCommerce Provide the ability to sell memberships and collect payment	1.00	149.00	149.00
11	Business Directory - Web 2.0 Directory Provide the ability to have business listings with categories and users can manage their own listings (after approval).	1.00	36.00	36.00
12	Payment Processing from Site - PayPal Standard No Additional Plugins needed for WooCommerce	1.00	0.00	0.00
13	Payment Processing from Site - Intuit \$79 Also requires annual SSL for \$49 (not included in price) Requires ANNUAL LICENSE RENEWAL Optional Payment Gateway	1.00	79.00	79.00
14	Payment Processing from Site - Stripe \$79 Also requires annual SSL for \$49 (not included in price) Requires ANNUAL LICENSE RENEWAL Optional Payment Gateway	1.00	79.00	79.00
15	SSL Certificate for Optional Payment Gateways Requires ANNUAL LICENSE RENEWAL	1.00	49.00	49.00
16	Mail Chimp Integration with WooCommerce for Memberships Requires ANNUAL LICENSE RENEWAL	1.00	49.00	49.00
			Sub Total	822.00
			Total	\$822.00

Notes

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EST-150003

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Estimate Date : 09/28/2015
Expiry Date : 10/31/2015
Reference# : HEV-3

#	Item & Description	Qty	Rate	Amount
1	Development Hours Initial Server Set Up, cPanel, Database, FTP, Plugin Purchases and Installation	1.50	50.00	75.00
2	Development Hours Build Out of Content 10-12 Hours	12.00	50.00	600.00
3	Development Hours Move from Development to Production and Production Checkout Activities	1.50	50.00	75.00
			Sub Total	750.00
			Total	\$750.00

Notes

Looking forward for your business.