



CITY of NOVI CITY COUNCIL

Agenda Item I
June 8, 2015

SUBJECT: Approval of contract with Basso Design Group LLC. for development of an "online community attraction tool," or web-based marketing tool, to provide information about the Greater Novi Community (including the School Districts located therein), its features, attributes, resources, amenities, and the services that the City and the School Districts have to offer both current and prospective residents and businesses; and amend the budget.

SUBMITTING DEPARTMENT: City Manager

CITY MANAGER APPROVAL: 

EXPENDITURE REQUIRED	\$ 51,587
AMOUNT BUDGETED	\$ 33,088
APPROPRIATION REQUIRED	\$ 25,793; net zero on Fund Balance
LINE ITEM NUMBER	101-172.00-816.000

BACKGROUND INFORMATION:

City Council approved a project in the FY 2014-15 Budget listed in the documentation as an "Attraction Tool," commonly referred to as "Hello Novi." The goal of the project is to create and develop an informative and eye-popping web experience for individuals interested in what Novi has to offer from three different angles: traditional informational content, location-based presentation, and share-based social media. They will primarily be overlaid on a mapping platform (example: Google Maps) and will utilize both GPS and/or pin-drop location management. The ultimate goal is to attract families locating to Southeast Michigan to the three major school districts in the community. The tool will be, especially, useful for families relocating for limited assignments from overseas as well.

The site's informational content will be a combination of video, external links, photos, and mapping coming together to give the user the experience that he/she is traveling down the street and experiencing Novi in augmented reality. Web content, both video and written, will be translated into different languages to further increase the size of the net we cast for potential new residents.

The project was bid a year ago, which produced a winning bid from Basso Design Group for a total development fee of \$60,000. Initially the project was a joint effort with Novi Public Schools. Hearing the feedback from City Council Members during FY 14-15 Budget deliberations, City Administration engaged the other two prominent school districts in the area, Walled Lake and Northville, to participate. Over the last year, Administration has worked with all three school districts. In that time Basso came back to City Administration and lowered their development fee to \$ 45,000 in an effort to expedite the process. All parties have reached the point where we can proceed to the next stage of the project. By Thursday, June 6th all three school districts will have taken action on the cost-sharing model for development and maintenance:

	<u>Development</u>	<u>Maintenance</u>	<u>Total</u>
City of Novi	\$22,500	\$3,294	\$25,794
Novi Schools	\$15,99	\$2,342	\$18,336
Walled Lake Schools	\$ 4,07	\$588	\$4,605
Northville Schools	\$2,488	\$364	\$2,852

Costs sharing from the three school districts were developed from their Novi student enrollment numbers. The City of Novi will be the fiduciary representative for the project, responsible for invoices with the developer, Basso, and invoicing the individual districts respectively. The Intergovernmental agreement with three partner school districts appears as a different individual motion item on this agenda.

RECOMMENDED ACTION: Approval of contract with Basso Design Group LLC. for a Novi Attraction Tool, subject to approval by the School Districts and final review as to form, including minor non-substantive changes, by the City Attorney and City Manager; and amend the budget.

	1	2	Y	N
Mayor Gatt				
Mayor Pro Tem Staudt				
Council Member Casey				
Council Member Markham				

	1	2	Y	N
Council Member Mutch				
Council Member Poupard				
Council Member Wrobel				

RESOLUTION

NOW, THEREFORE BE IT RESOLVED that the following
Budget Amendment for the Novi Attraction Tool is authorized:

	INCREASE (DECREASE)
General Fund	
REVENUES	
Other Revenue	25,793
TOTAL REVENUES	<u>\$ 25,793</u>
APPROPRIATIONS	
City Manager's Office	
Other Services and Charges	25,793
TOTAL APPROPRIATIONS	<u>\$ 25,793</u>
Net Increase (Decrease) to Fund Balance	<u><u>\$ -</u></u>

I hereby certify that the foregoing is a true and complete copy of a
resolution adopted by the City Council of the City of Novi
at a regular meeting held on June 8, 2015

Maryanne Cornelius
City Clerk

CONTRACT FOR PROFESSIONAL SERVICES

This Contract For Professional Services ("Contract"), dated _____ 2014, is by and between the City of Novi, a Michigan municipal corporation, whose address is 45175 Ten Mile Road, Novi, MI 48375 (hereinafter referred to as "Client"), and Basso Design Group, L.L.C., a Michigan limited liability company, whose address is: 1050 Wilshire Drive, Suite 345, Troy, MI 48084 (hereinafter referred to as "Contractor").

THE CLIENT AND CONTRACTOR AGREE AS FOLLOWS

Article I. Statement and Performance of Work.

This Contract is for the creation of an "online community attraction tool," or web-based marketing tool, intended to provide a greater "market awareness" of the Novi community, which includes both the City and the School Districts that serve its residents. The attraction/marketing tool more specifically involves the creation and support/maintenance of an interactive website that will provide information to those who access the site about the Greater Novi Community (including the School Districts located therein: the Novi Community School District, the Northville Public Schools, and the Walled Lake Consolidated School District), its features, attributes, resources, amenities, and the services that the City and the School Districts have to offer both current and prospective residents and businesses. The Contractor proposes a multi-phase method for establishing the website tool that includes, but is not limited to: a planning phase in which the Contractor would meet with the parties (including the School Districts) to determine the information and materials sought to be placed on the website, including, but not limited to, images, photographs, videos, and words; an project execution phase in which the website will actually be created; and a content management/maintenance, support, and hosting phase

For payment by the Client as provided under this Contract, Contractor shall perform the work, duties and responsibilities described in the Contractor's Proposal, attached as Schedule A (the "Work") but specifically *excluding* pages 29 of 58 (starting at "Agreement") through 31 of 58 of such Contractor's Proposal (this Agreement will replace the "Terms and Conditions" of the document attached as Exhibit A), which is attached hereto and made a part of this Contract by this reference, in a competent, accurate, efficient, timely, good, professional, thorough, complete and responsible manner, and in compliance with the terms and conditions set forth below. In the event of a conflict between the requirements of the Request for Proposal and the terms of the Contractor's Proposal, the Request for Proposal shall control.

Article II. Timing of Performance.

Performance of this Contract shall commence, and performance of the work shall be completed according to the timing set forth as part of Schedule A. The timing for performance of any such work may be extended for additional specified periods of time, if allowed in writing by the Client in its sole discretion.

Article III. Contract Price and Payment.

Subject to the terms and conditions of this Contract, the Client agrees to pay Contractor in the amount set forth in Schedule A (referred to in this Contract as "payments") as follows:

1. Phases 1 and 2: Upfront Development Costs (design/discussion, mock up, creation, and execution): not to exceed \$45,000

Payments shall be due as follows:

- 40% down payment due at project initiation
- 30% due at design approval
- 30% due at conclusion of project close-out meeting

2. Content Management/Maintenance: \$549.00 per month (\$6,588.00 annually)

Such payments are in exchange for and consideration of the timely and satisfactory performance and completion of the work required under and pursuant to this Contract. The Client agrees to pay Contractor amounts due within thirty (30) days of receipt of an itemized billing/invoice from Contractor detailing all work performed and provided in connection with the billing and the hours and charges applicable to each such item of work. Such itemized billings shall be submitted and shall be paid only upon satisfactory completion of the work itemized in the billing.

All costs and expenses incurred by Contractor in the course of performing the work under this Contract are deemed to be included in the amounts set forth in Schedule A, unless specifically identified in Schedule A as reimbursable expenses and such expenses have been approved by the Client or its designee.

Contractor will obtain written approval of the Client prior to proceeding with any services or work that is not stated on Schedule A; otherwise the Client will not be billed for such extra/additional services or work.

Payments shall be made upon verification of invoices received by the Client. All payments to Contractor shall be submitted by mail at Contractor's address first listed above, unless Contractor provides written notice of a change in the address to which such payments are to be sent.

Article IV: Termination.

- A. This Contract, including any extension or amendment of this Contract, may be terminated with cause, by either party upon written notice to the other party.
- B. In the event this Contract is terminated prior to completion of the work, the Client shall not be responsible to make any further payments for work performed after the effective date of such termination, and shall pay Contractor for such work as has been completed and is eligible for payment under the terms of this Contract through the date of such termination. In all events, the Client shall only be responsible

to make the payments described in the preceding sentence if, at the Client's request, Contractor continues to fully perform its duties and obligations in full compliance with the terms of this Contract through the effective date of the termination. Additionally, termination shall not relieve Contractor of its obligation to provide Client with all of the plans and product generated under this Contract through the effective date of termination. Articles V, VI, VII and VIII of this Contract shall survive completion of the work and any termination of this Contract.

- C. Prior to the effective date of any termination or prior to the completion of the work (including any extension of the timing for completion), whichever is the first to occur, Contractor shall deliver to the Client all reports, opinions, compilations, research work, studies, data, materials, artifacts, samples, documents, plans, drawings, specifications, correspondence, ledgers, permits, applications, manuals, contracts, accountings, Schedules, maps, logs, invoices, billings, photographs, videotapes and other materials in its possession or control that is gathered or generated in the course of performing the work or that relates to the work in any way; provided that Contractor may retain a copy of such materials for its files. The Client shall be permitted to withhold any payments and reimbursements otherwise owing to Contractor under the terms of this Contract until all such materials are delivered to the Client in accordance with the terms and conditions of this Contract.

Article V: Independent Contractor Relationship.

- A. The parties to this Contract intend that the relationship between them created by this Contract is that of service provider and service purchaser. It is expressly agreed, understood and intended that no employee-employer relationship shall exist or be established and that Contractor is an independent contractor who has been retained to render services to the Client to achieve specific results in exchange for specified recompense. As an independent contractor, Contractor expressly agrees that: (a) In the performance of this Contract, the relationship of Contractor to the Client shall be that of an independent contractor and not that of an employee or agent of the Client, and neither Contractor, nor any agent, employee or permitted subcontractor of Contractor, shall be or may be deemed to be the employee or agent of, or a servant to, the Client; (b) Contractor will be solely responsible for payment of salaries, wages, and other compensation for its employees and agents; (c) Neither the Contractor nor any officer, agent, employee or subcontractor of the Contractor shall be eligible for coverage under or eligible to receive the benefits of the Client's Workers' compensation, unemployment or health insurance, pension plans or other benefit plans; (d) Contractor is and shall perform under this Contract as an independent contractor, and no liability or responsibility with respect to benefits of any kind, including without limitation, medical/health benefits, Worker's compensation, pension rights, or other rights or liabilities arising out of or related to a contract for hire or employer/employee relationship shall arise or accrue to either party as a result of the performance of this Contract; and (e) Contractor, as an independent contractor, is not authorized to enter into or sign any agreements on behalf of the Client.

- A. Except as may be specifically stated and agreed to in Schedule A, Contractor shall perform all of the work under this Contract and no other person or entity shall be

assigned or sub-contracted to perform the work, or any part thereof, unless approved by the Client in advance.

Article VI: Liability and Insurance.

- A. Contractor agrees to indemnify and hold harmless the Client, its elected and appointed officials and employees, from and against any and all claims, demands, suits, losses and settlements, including actual attorney fees incurred and all costs connected therewith, for any damages which may be asserted, claimed or recovered against the Client by reason of (i) personal injury, death and/or property damages which arises out of or is in any way connected or associated with the actions or inactions of Contractor in performing or failing to perform the work; or (ii) civil damages which arise out of any dispute between Contractor and its subcontractors, affiliates, employees or other private third parties in connection with this Contract. Contractor specifically agrees that it is Contractor's responsibility, and not the responsibility of the Client, to safeguard the property and materials used in performing this Contract. Contractor agrees to hold the City harmless from any loss of or damage to such property and materials used in connection with Contractor's performance of this Contract.

- B. Contractor shall provide evidence of adequate insurance coverage in the types and amounts set forth on Schedule B, which is attached hereto and incorporated herein by this reference. Such insurance shall be maintained at the specified level of coverage throughout the term of this Contract, including any extension of such term, and will cover all work, acts and omissions by and on behalf of Contractor in connection with this Contract, with the Client as named additional insureds, but with such coverage being primary and non-contributory as described in the attached Schedule B.

Article VII: Information.

It is expressly acknowledged and agreed that all reports, opinions, compilations, research work, studies, data, materials, artifacts, samples, documents, plans, drawings, specifications, correspondence, ledgers, permits, manuals, applications, contracts, accountings, Schedules, maps, logs, invoices, billings, photographs, videotapes and all other materials generated by and/or coming into the possession of Contractor during the term of this Contract, and any extension thereof, that in any way relate to the performance of work by Contractor under this Contract or that are otherwise related or relevant to the work, belong exclusively to the Client and shall be promptly delivered to the Client upon the termination of this Contract or, at any time, upon the Client's request.

Contractor agrees that she will not, at any time during the term of services or thereafter, disclose or use any trade secret, proprietary, or confidential information of the Client, obtained during the course of her services, except as required in the course of such services or with the written permission of the Client.

Contractor agrees that the remedies at law would be inadequate in the event of a breach or threatened breach of this Confidentiality provision, and, accordingly, Client shall be entitled, in addition to its rights at law, to an injunction and other equitable relief without the need to post a bond

Article VIII: Accuracy.

Contractor promises that the information it provides in the work to be performed under this Contract will be accurate, excepting only inaccuracies resulting from incorrect information provided by the Client, the City of Novi (the "City"), other consultants and/or other public sources. Contractor will not charge Client for necessary corrections to its work and will be responsible for any increased cost incurred by the Client as a result of any inaccuracies in the work, excepting inaccuracies resulting from incorrect information provided by the Client, the City, other consultants and/or other public sources.

Article IX: General Provisions.

- A. Entire Agreement. This instrument, together with the attached Schedules, contains the entire Contract between the Client and Contractor. No verbal agreement, conversation, or representation by or between any officer, agent, or employee of the parties hereto, either before or after the execution of this Contract, shall affect or modify any of the terms or obligations herein contained.
- B. Compliance with Laws. This Contract and all of Contractor's work and practices shall be subject to all applicable state, federal and local laws, ordinances, rules or regulations, including without limitation, those which apply because Client is a public governmental agency or body.
- C. Governing Law. This Contract shall be governed by the laws of the State of Michigan.
- D. Assignment. Contractor shall not assign this Contract or any part thereof without the written consent of the Client. This Contract shall be binding on the parties, their successors, assigns and legal representatives.
- E. Third Parties. The Parties acknowledge that the Client will be entering into a separate agreement with the three School Districts described above for a sharing of the price and costs described in Article III. The Parties also acknowledge that the School Districts must be given notice of and opportunity to participate in the Preliminary and Strategic Planning Phase and the Website Project Execution Phase of the of the Project, to ensure that the services described in the Proposal and this Agreement, and that the School Districts shall also have input into, and an ability to provide appropriate information, materials, and content for inclusion on the website, both during the initial planning Phases and support/maintenance and hosting Phase.
- F. Notices. Written notices under this Contract shall be given to the parties at their addresses contained in this Contract by personal or registered mail delivery to the attention of the following persons:

Client: Maryanne Cornelius, Clerk, 45175 Ten Mile, Novi, MI 48375
Contractor: Gregory Basso, 1050 Wilshire Drive, Troy, MI 48084
- G. Changes. Any changes in the provisions of this Contract must be in writing and signed by the Client and Contractor.

- H. Waivers. No waiver of any term or condition of this Contract shall be binding and effective unless in writing and signed by all parties, with any such waiver being limited to that circumstance only and not applicable to subsequent actions or events.

- I. Jurisdiction and Venue of Contract. This Contract shall be considered for all purposes, including the establishment of jurisdiction and venue in any court action between the parties, as having been entered into and consummated in the City of Novi, Oakland County, Michigan.

- J. - Conflict. In the event of any conflict or inconsistency between the above provisions of this Contract and either or both of the attached Schedules, the provisions in the above text shall govern.

IN WITNESS WHEREOF, the Client and the Contractor have executed this Contract in Oakland County, Michigan, as of the date first listed above.

CLIENT

WITNESS:

City of Novi

By: _____
 Its: _____

By: _____
 Its: _____

CONTRACTOR

WITNESS:

Basso Design Group, L.L.C., a Michigan
 limited liability company

SCHEDULE A

PROJECT OVERVIEW AND SCOPE (The "Work")

Services Proposal

City of Novi

Online Community Attraction Tool

(Website Development Proposal)

Submitted By:

Basso Design Group

1050 Wilshire Dr., Suite 345

Troy, MI 48084

Main Contact:

Dan Santonocito - 248.530.6000 x12

dan@bassodesigngroup.com

www.bassodesigngroup.com

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PEOPLES CHAMP



Thank You from Basso Design Group

Ladies and Gentlemen,

We would like to personally thank you for the opportunity to work with you in providing a greater market awareness and enhancement of the brand equity and website activities for the City of Novi. Through our extensive background of cohesive integrated and digital strategic offerings, we offer the City of Novi a diverse and highly effective educated execution of a comprehensive digital platform. This in turn will strengthen not only greater connectivity and City pride for your current residents but also serve to entice increased exposure for Novi across multiple forms of regional demographics.

We have done this very task, highly successfully, on a local level with Genesee County and the City of Flint in Michigan paying close attention to regional cultural sensitivity. On a larger, more national scale, we have provided a robust and comprehensive website along with a digital strategy for the entire country of Canada and their diverse cultural tourism growth opportunities. We are also highly confident in our ability to fulfill each and every requirement specified in the RFP as we have done so successfully for many clients employing very similar organizational requirements.

Since 2003, our Agency has provided solutions ranging from simple websites to complex national integrated marketing campaigns for over 500 clients around the world. In that time, we have learned something unique from each and every client.

We understand that the most important component in any project is the relationship between us. A great working relationship results in proper communication, requirements gathering, design ideas, development, and ultimately, a successful project. This proposal is the first step in that process.

In this proposal we have detailed the specific components of your project. We have taken the time to research each and every piece of this project to maximize its effectiveness. If you have any questions at all, please feel free to contact us.

Once again, we thank you for the opportunity, and look forward to working with you.

With best regards,



Gregory P. Basso
Managing Partner

**** Please note that due to the ever-evolving technology industry, all services, descriptions and prices quoted in this proposal are valid until January 30, 2014 ****

PORTFOLIO/PRIOR EXPERIENCE

Basso Background & Capabilities

Basso Design Group

1050 Wilshire Drive, Suite 345
Troy Michigan 48084-1526

Phone: 248.530.6000

Fax: 248.479.0670

Principals:

Gregory Basso, Managing Partner

Dan Santonocito, Managing Partner

Founded: 2003; privately held



Number of Employees: 15

Basso Design Group is a multi-award winning interactive digital marketing agency proud to be recognized as one of the top digital marketing agencies in Michigan and around that nation. We have an incredibly creative team of marketing specialists providing highly artistic and rich web experiences, along with comprehensive marketing campaigns for clients around the world. Services include communications consulting and interactive marketing planning, interactive media, web design and development, social media strategies, search-engine marketing and optimization, email marketing, graphic design, branding and corporate identity. With over 500 medium to large businesses as clients, we have provided services for all market verticals in various disciplines and demographic reach. Our breadth of clients range from the country of Canada to Campbells, Kellogg, Tour Connection, The Kresge Foundation, Autorama and the national Championship Autoshow, Huron-Clinton Metroparks, the Woodward Dream Cruise, etc.

Examples of the prestigious awards won are the Gold Communicator Award for Excellence in the field of interactive design, multiple International Davey Awards including Best in Show, W3 Award for interactive design, Pixel Award People's Choice Award, Clarion Award, Webby Awards honoree, 2012 Corp! Magazine Economic Bright Spot Award, and recognition as one of the top five interactive design agencies in Michigan by the Michigan Design Awards Association.

Although visual design and strategic marketing is our hallmark, our programming and development team has successfully developed intricate database projects for rigorous applications, including complex data management and mining, as well as full e-commerce. Our projects at their core are

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The Premier Digital Marketing Agency

developed with maximum scalability and heavy traffic in mind. Our client websites see traffic in excess of millions of visitors per month, all powered by robust and bandwidth conscious data architecture.

Since 2003, we have provided our clients with highly creative designs and technically superior applications which put them head and shoulders above their competition. We believe that a company's web site should become an integral part of a company's marketing objectives, often revolutionizing the very way they conduct business.

In 2006, Basso Design Group partnered with Automation Alley, an organization of leaders and businesses using their visionary talents to transform southeastern Michigan into a technology powerhouse. We also are very active in sponsoring community events and local charities to provide in-touch collaboration with our community leaders and serve on various boards seeking the marketing and technology insight to lead. Our business and community efforts have been recognized in various media publications including CBS, Fox 2, The Detroit News, Crains Business, The Oakland Press, Metromode magazine, Corp! Magazine, Entrepreneur magazine, and The Great Lakes IT Report.

We pride ourselves on the fact that we employ all Michigan based talent. Our full time production team is comprised of project management, research, design and development. We do not use any subcontractors or employ technical support from outside the U.S.

PROJECT TEAM Basso Leadership – 248.530.6000

Strategic Marketing, Business Process and Creative

Leader: Gregory P. Basso – Managing Partner, Extension 13

With over 15 years experience in marketing, communications and a proven Internet background, Greg injects the marketing and communications prowess into the projects Basso Design Group produces. Greg has overseen many visible web campaigns for industries including automotive, government and the consumer markets. Greg's natural ability to know the right marketing fit for the business need is what helps set Basso Design Group apart as a leader in the interactive and marketing field. Greg holds an MBA from Western Michigan University.

Cathy Grace – Account Manager, Extension 14 (Also Mobile: 248-924-6454)

Cathy is a skilled project and account manager with 20 years experience in advertising and marketing in traditional media and in digital platforms. Clients cite her commitment to providing the highest level of customer service and her willingness to go above and beyond as the key ingredients in their successful program implementations.

Jayne Ludwig – Art Director, Extension 15

Jayne is an interactive designer with exceptional design skills and technical competency in virtually all digital media platforms. Jayme's experience includes brand identity, web design layouts and organization, user-interface architecture as well as print design.

Development, Technical Strategy

Leader: Dan Santonocito – Managing Partner, Extension 12

Bringing over 14 years of development and technical expertise to Basso Design Group, Dan oversees all of the developers that design and develop applications for our clients. Dan's career spans stints at the Big 3 automakers, their suppliers and along with the tourism industry. He has worked on national campaigns for many of his clients, and brings a unique expertise to Basso Design Group.

Jason Frans – Sr. Developer, Extension 17

Jason is a sr. level software/web application developer skilled in Visual Studio, HTML, CSS, ASP.NET, JavaScript and SQL. Whether it's updating an existing product or building something new, he enjoys all aspects of the development process from conceptualization to completion. Jason enjoys working with a team of like-minded individuals to achieve exceptional results.

Kelly Salowitz – Project Manager, Extension 16

Kelly handles project coordination and communication for all Basso Design Group projects. Kelly is well versed at keeping important tasks on schedule along with assuring project milestones are met on both the client and production side. Kelly is a graduate from Oakland University in the field of marketing and management.

PRIOR EXPERIENCE

Depth and Strength

Basso Design Group holds 10 years of experience designing and developing complex, high-performing Content Management System (CMS)-based websites for over 500 clients worldwide, including the Country of Canada's Tourism, City of Flint and Genesee County, Tour Connection, Huron-Clinton Metroparks, Detroit Historical Society, and many more. We know and pride ourselves on developing highly visible destination focused and local government resource websites. Our websites are developed to scale appropriately based on load and required user-constraints. Our client sites currently receive up to one million unique viewers per month, and perform up to the strict standards of government-focused websites. We design and develop our web experiences to be intuitive, easy to use with not having to click more than three times to navigate anywhere on the website. We pride our success on the initial approach we direct our client's through. Thorough and exhaustive planning precedes any design or development. Analyzing current navigation and user usage habits are paramount to crafting a successful web experience.

Our websites are developed in WordPress CMS, however we remain versatile in instances where your organization prefers another CMS product. This allows us to scale the system as the project requires. As part of the discovery and research phase of this project, we will provide suggestions as to additional features once we better understand your organization. We consider ourselves partners with our clients and pride ourselves on giving relevant advice during the project. As we see a need arise, we will offer pertinent solutions to each item. To do so beforehand would only provide you with general suggestions, which we feel, would not benefit you at this time. It is during our discovery phase where we learn about your current experiences and demographic challenges. Through this involvement we provide a roadmap for success directing not only this project's end result but also a continued advancement for your future initiatives as they relate to your overall digital strategy.

In addition to our strength in website creation, our Digital Agency also possesses a keen eye on crafting a comprehensive and intelligent digital strategy. By refining current success trends your organization is employing but also recommending necessary products to enhance the market awareness to your city, we provide an inclusive benefit to your current visitor base and help entice new visitations to your region. Basso Design Group also welcomes working and collaborating with your chosen brand and communications vendor. We have done this with the city of Flint and Genesee County working with Pure Michigan, Michigan's destination brand name, as a project partner. Through our collaboration, we are providing the Genesee County and the city of Flint with an impressive and powerful destination and resource website.

To exemplify our process and success, the Case Studies, on the following pages, provide examples of the level of experience and success factor we have with clients similar to your requirements.

PORTFOLIO Case Studies / References

Flint & Genesee / See What's Possible

www.flintandgenesee.org

Contact:

Sherry Tompkins, Director of Marketing

Phone: 810.600.1428

Email: stompkins@thegrcc.org

Opportunity:

The Genesee Regional Chamber of Commerce in cooperation with Pure Michigan set out to merge their four main business units, and multiple city and county websites, into one cohesive brand. The Convention and Visitor's Bureau, Economic Development, Business Services and Education and Learning provide extensive services for visitors and business entities to interact and develop a relationship with the Flint & Genesee County area. A completely new interactive website, full communications and marketing strategy and digital marketing execution was tasked to Basso Design Group to complete. Over 20 major communication agencies and technical companies bid on the project and Basso Design Group was chosen based on its background and proven history of developing large scale projects and marketing campaigns to capture a wide diverse audience with a heavily trafficked and database intensive website.

Solution:

Basso Design Group worked with all levels of stakeholders and industry leaders to collaborate a solution that will benefit the area of Flint & Genesee County. Exhaustive research with multiple city interview sessions were conducted to solidify current processes employed by each city unit with response to increasing exposure for the region along with providing a more effective and easy-to-use tool for website visitors. Exposure of all County and City assets were thoroughly scrutinized for the diverse cultural makeup of the area. In addition, cultural diversity played a significant part in the assessment of the state-wide and national campaign to promote the area. Through those efforts, Basso was able to develop a multi-year digital communication plan along with a technically superior and visually stunning web presence. Public visitors can actively plan out their visit to the area, businesses have a bevy of tools to plan business functions and events, a wide list of online services suit site planners working with the economic development division, along with heavy impact for universities and schools interacting with the organization. Flint & Genesee County is an active client that utilizes Basso for all levels of marketing and technology superiority.

Project Screenshots Next 3 Pages

(New Website Displayed)

BASSO DESIGN GROUP

The Premier Digital Marketing Agency

The screenshot shows the homepage of the Flint & Genesee Chamber of Commerce website. At the top, there is a navigation bar with links for 'ABOUT', 'NEWS ROOM', and 'CONTACT', along with a weather widget showing '88°'. The main header features the 'Flint & Genesee' logo with the tagline 'see what's possible' and a search bar. Below the header is a horizontal menu with categories: VISIT, WORK, BUILD, and LEARN. The main content area is a large banner with a scenic background of a lake and a dirt road. The banner text asks 'What do you see?' and 'and see what's possible.' It highlights '11K acres of woods, water and trails in Michigan's largest county park system.' Below the banner are icons for various services and a 'Growing Connections' section featuring silhouettes of people and a 'click to view stories' link. To the right is an 'EXPLORE' section with a map and placeholder text. The 'LATEST NEWS & EVENTS' section is divided into two columns: 'newsroom' and 'full calendar'. The newsroom column contains three news items with images and brief descriptions. The full calendar column lists events for August, including 'Art / Culture', 'Networking', and 'Workshop/Seminar'. The footer is a dark blue section with columns for 'VISIT', 'WORK', 'BUILD', 'LEARN', 'NEWS ROOM', and 'ABOUT', each with a list of sub-links. A 'Stay in Touch & Informed' section includes an email sign-up form and social media icons for RSS, Facebook, LinkedIn, and Twitter. The copyright notice at the bottom reads 'Copyright © Flint & Genesee Chamber of Commerce. All Rights Reserved.'

BASSO DESIGN GROUP

The Premier Digital Marketing Agency

Genesee Regional Chamber of Commerce

COMMUNITY | ABOUT | NEWS ROOM | CALENDAR | CONTACT

Flint Genesee
see what's possible

Enter Search Terms Search Entire Site

VISIT CONNECT DEVELOP LEARN

Building a business is like setting out on a journey. You never know exactly what you're going to see.

click to SEE what's possible

Join The Chamber

The Genesee Regional Chamber of Commerce is the largest business advocacy organization in Genesee County. The Regional Chamber's primary goal is to improve the business climate for all businesses. The benefits of membership are many and the cost is low.

Download The 12 Membership Brochure & Application Learn More

Member Directory Click here to view 1000 MEMBERS STRONG & Counting

OUTSTANDING REASONS TO JOIN

1 2 3 4 5 6 7

more testimonials

view video testimonial

Recent News

07.12 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt eleifend. Read

07.12 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt eleifend. Read

see all news

Upcoming Events

Sep 01 2012 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt eleifend. view details

Nov 18 2012 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tempus trincidunt eleifend. view details

see all events

Areas Of Interest

Committees

More Opportunities

Contact Information

VISIT
Convention & Visitors Bureau
Plan a Visit
Plan a Convention
About The CVB
Facilities
Events
Contact

CONNECT
Member Services
Join
Benefits
Testimonials
Member Directory
Committees
More Opportunities
Events

DEVELOP
Economic Development
Site Selection
Regional Data
Government Contracting
Business Services
Expand & Relocate
Available Properties

LEARN
Education & Training
Business Training
Higher Education
Youth Quest
Town Quest
Summer Youth Initiative
K-12 Workshops
Events

Genesee Regional Chamber of Commerce
519 S. SAGINAW ST.
SUITE 200
FLINT, MI 48902
PHONE: 810.600.1404
FAX: 810.600.1461
INFO@THEGRCC.ORG

NEWS ROOM
Inside Business
Speakers Bureau
Partners for Progress

ABOUT
Staff Listing
Operating Board of Directors
Strategic Board of Directors
Regional Leadership Council
Genesee Area Focus Fund
Annual Report

COMMUNITY
Profile Reports
Community & Culture
Shared Services
Community Links

CONTACT

Stay in Touch & Informed

Please enter your email address to sign up for our mailing list.

Enter Email Address Submit

what will I receive?

Facebook
LinkedIn
Twitter

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BASSO DESIGN GROUP

The Premier Digital Marketing Agency

Genesee Regional Chamber of Commerce

COMMUNITY | ABOUT | NEWS ROOM | CALENDAR | CONTACT

Flint & Genesee
see what's possible

Enter Search Terms

VISIT CONNECT DEVELOP LEARN

We see the work of world-renowned artists throughout our

8 museums showcasing **over 10,000** beautiful works of art

EAT PLAY STAY

EXPLORE FLINT & GENESEE AND SEE WHAT'S POSSIBLE

Plan a Visit Plan a Convention

UPCOMING EVENTS

[View all events](#)

Become a Flint & Genesee County Community Champion!

The Flint-Genesee Regional Convention & Visitors Bureau is looking for Community Champions. It could be you! Visit us to Flint and Genesee County mean local jobs and revenue. We want to bring more business.

[Read More >](#)

Festival of Quilts Returning to Flint
September 12-15

Marvel at the magnificent artistry of quilters from around the country at the 8th annual Flint Festival of Quilts, Sept. 12-15 through the 15. View and admire themed quilts at a variety of unique sites that will hold your

[Read More >](#)

The Flint Institute of Arts presents "Abstract Expressionist Works on Paper"

Abstract Expressionist artists are most well known for their large-scale, sometimes larger-than-life sized paintings. This color-festive exhibition offers an intimate look at smaller works on paper by artists such as Paul Jenkins.

[Read More >](#)

GREAT ACTIVITIES FOR THE FAMILY

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi

VISIT

- Registration & Visitors Bureau
- Plan a Visit
- Plan a Convention
- About The CVR
- Photoops
- Partners
- Contact

CONNECT

- Member Services
- Join
- Donate
- Volunteer
- Member Directory
- Committees
- More Opportunities
- Events

ABOUT

- Staff Listing
- Operating Board of Directors
- Strategic Board of Directors
- Regional Leadership Council
- Genesee Area Food's Fund
- Annual Report

NEWS ROOM

- Inside Business
- Speakers Bureau
- Partners for Progress

COMMUNITY

- Profile Pages
- Community & Culture
- Shared Services
- Community Link

DEVELOP

- Economic Development
- Site Services
- Regional Data
- Government Contracting
- Business Services
- Export & Import
- Available Properties

LEARN

- Education & Training
- Business Training
- Higher Education
- Youth Quest
- Teen Quest
- Summer Youth Initiative
- 6-12 Weeklong
- Events

Genesee Regional Chamber of Commerce

619 S. SAUNDERS ST.
SUITE 300
FLINT, MI 48906

PHONE: 810.600.1404
FAX: 810.600.1406

INFO@THEGRCC.ORG

Stay in Touch & Informed

Please enter your email address to sign up for our mailing list.

Enter Email Address

what will I receive?

-
-
-
-

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Team Canada Tourism

www.teamcanadatourism.com

Contact:

Shelley MacDonald, Executive Director
Phone: 416.252.5336

Opportunity:

Team Canada Tourism's existing website includes a members-only section with a membership directory with an in-bound link to the member's website. Team Canada Tourism wanted to offer its members new features and benefits by having a new website constructed with enhanced, modernized functionality, while keeping ease-of-use as a top priority. The main features of the new website were to include a content-managed information portion that would be visible to the public as well as a members-only section that would allow members to communicate with other members and Team Canada Tourism. The challenge presented was being able to include numerous travel and multiple CVB's into one cohesive website.

Solution:

Basso Design Group was chosen from a group of fifteen invited companies, from both Canada and the United States, to submit a proposal for this important coalition of companies that support all aspects of tourism in Canada. The site highlights benefits of membership, allows new companies to join and showcases current member companies through banner ads and categorized directories. The site's audience includes travel and tourism industry professionals in the U.S. and Canada, so all upcoming events are posted as well. A content-management system enables all parties to update information as necessary.

Basso Design Group continues to support the activities of Team Canada Tourism by providing not only consistent and updated functionality but also plays an integral part in their digital communication planning.

Project Screenshots Next Page

BASSO DESIGN GROUP

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Detroit Historical Society

www.detroithistorical.org

Contact:

Peter Poulos, Senior Director of Communications and Sales

Phone: 313.922.5000

Email: peter@michiganalliance.org

Opportunity:

The Detroit Historical Society (DHS) needed a new custom website to help drive traffic to its museums and build enthusiasm for the history of the City of Detroit. In addition to the new site, they also required a content management system that would allow their employees to maintain the site themselves.

Being a non-profit, the solution had to fit a minimal budget, but it had to be full-featured enough to manage content across the entire site. Given the DHS is a non-profit, it seeks out a new vendor for each iteration of their website and Basso Design Group was proudly chosen for this version (2008-2012).

Along with the main website, DHS requested a separate website for fund-raising activities to support the renovations of their museums.

Solution:

Basso Design Group became an integral part of the DHS marketing team and developed a custom web design and content management system that fit within their budget and timeline. The DHS had significant press scheduled for the release of the new site in major newspapers and radio ads, so maintaining a strict schedule was extremely important.

We developed a complex database application that updates information on the site's home page automatically and archives vast amounts of information regarding the history of the City, including artifacts and an encyclopedia.

In the first 30 days of launch, the site had more than 30,000 unique visitors and traffic to the museums subsequently increased as well. Basso Design Group was honored to have played a part in the history of the DHS and to be part of their digital strategic team.

Past Forward, the DHS fund-raising website, provided an easy to use interface that details the history of the museums, City of Detroit, and grants visitors the ability to donate funds to the program.

Project Screenshots Next 2 Pages

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PAST > FORWARD
CAMPAIGN

Brought to you by the Detroit Historical Society

Detroit

[HOME](#) | [LEARN ABOUT PAST > FORWARD](#) | [JOIN THE CAMPAIGN](#) | [EXCITING CHANGES](#)

VIEW OUR STORY

MAKE A DONATION



explore DETROIT'S RICH history



Everyone has a story. Click the video above to watch ours.

about PAST > FORWARD

Through more than three centuries of existence, the people of metro Detroit have changed the business, cultural and social fabric of our nation, improving the ways in which we communicate, work, learn and live our lives. These are the stories that the Detroit

Historical Society will capture, preserve and share throughout the next century, helping to grow a new generation of leaders, entrepreneurs and innovators.



[LEARN MORE](#)

JOIN THE Campaign

HELP US REACH OUR GOAL



10.8

20.1 MILLION

[click here to DONATE](#)

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5401 Woodward | Detroit, MI 48202 | P: 313.833.7935



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Search Our Website

▶ Go

HOME

DETROIT HISTORICAL MUSEUM

DOSSIN GREAT LAKES MUSEUM

COLLECTIONS

UPCOMING EVENTS AND PROGRAMS

- About Us
- Museum Tours
- Membership & Support
- Volunteer Opportunities
- Museum Rentals
- Online Store
- Subscribe to eNews
- Calendar
- Contact Us

Come Explore Detroit's History...

- ▶ Encyclopedia of Detroit
- ▶ Collections
- ▶ Monuments

Featured Event

A TASTE OF THE D
FRIDAY, OCTOBER 19TH

Event Sponsors



View

Upcoming Events

Explore what is going on and what events are coming up for you to attend and enjoy.

▶ Learn More



Visit

Our Museums

Come visit our wonderful and exciting museums and learn more about the city of Detroit.

▶ Learn More



Voice

Your Support

Help out the Detroit Historical Society by lending your help and support.

▶ Learn More



Detroit History Minute

The following handbill posted throughout Detroit told Underground Railroad supporters that 29 slaves had reached freedom in Canada. Because of its proximity to Canada, Detroit played a critical role in the railroad's success.

▶ Learn More



View Our Webcam

Home | Press Room | Jobs | Calendar | Contact

Tour Connection

www.tourconnectionbeta.com

Contact:

Allan Goetz

phone: 248.650.3070

email: allan@tourconnection.com

Opportunity:

Since 1990, Tour Connection has been the entertainment industry's tour guide as the primary online and printed resource for most of the world's top entertainment travel agents, connecting them with venues and amenities in thousand of cities worldwide. Tour Connection needed to re-design their existing website and modify their image, including their offline branding. They put out a competitive bid and did extensive research on a number of companies nationwide. Basso Design Group was chosen because of the strength of our portfolio and our ability to design a database application that would accommodate a tremendous amount of information for hotels and entertainment support companies.

Solution:

Tour Connection's previous brand was limiting because they were perceived as being solely devoted to the music industry and not offering their true service of a resource powerhouse for tour agents for celebrity productions. Basso Design Group designed and developed their new five-star brand identity and digital communication plan, including a website and other marketing materials to encompass the entire entertainment industry. Thorough, exhaustive research was conducted to solidify a national brand and digital communication plan to assist them grow into new markets and capture new verticals. After the communication plan and website were launched, Tour Connection revealed that they had experienced the strongest growth of their 18 years in business, directly because of the new website and marketing plan.

Now five years later, Tour Connection has challenged Basso Design Group once again to build out the next iteration of their website. The website in production offers a much more sleek and powerful interface. Serving up content for tens of thousands of hotels and destination spots, along with granting tour agents the ability to completely plan out an entertainment production's tour, the new website is geared to solidify Tour Connection's rank as the nation's primary resource for the entertainment industry.

Tour Connection has become the leader in their field due in part to our efforts, and we continue to participate as a key partner of their strategic marketing team.

Project Screenshots Next 2 Pages

(New Website Displayed - In Production)

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The screenshot shows the homepage of the Tour Connection website. At the top, there is a navigation bar with the logo 'TC TOUR CONNECTION' and links for 'Home', 'About Us', 'Contact', 'Sign-up', 'Agent Login', and a phone icon. Below the navigation bar is a large hero image of a hotel interior with a dining table and a lounge area overlooking a city skyline at night. Text on the hero image includes 'Royal Park Hotel Rochester, MI' and 'Nearest Headlining Venue - Palace of Auburn Hills'. A 'VIEW AND BOOK THIS HOTEL' button is visible.

The main content area features a section titled 'Tour Connection is The Entertainment Industry's Tour Guide'. It includes a sub-header, a paragraph of text, and a quote: 'Praesent sit amet eros a erat bibendum pretium. Quisque sodales quam eget sem tincid Lorem sit.' attributed to 'John G, Hotel Manager - Four Seasons, New York'. There are buttons for 'More About', 'More Testimonials', and 'Sign-Up'.

Below this is a section titled 'Highlights From Our 2012 Nashville Event'. It features a video player with the title 'TC LA 2012 at the Grand Hollywood' and a 'More Event Footage' section with thumbnails for 'Los Angeles 2012' and 'New York 2012'. There is also an 'Event Photos' section with a gallery of images and a quote: 'Praesent sit amet eros a erat bibendum pretium. Quisque sodales quam.' attributed to 'John G, Hotel Manager - Four Seasons, New York'.

The 'Events' section is titled 'Events click to see past and upcoming events' and features three large image cards for 'Los Angeles 2012', 'New York City 2012', and 'Nashville 2012'.

The 'News' section is titled 'News recent publications from Tour Connection' and features two article cards with images and 'Read' buttons. The text of the articles is: 'Tour Connection partners with Stein Eriksen Lodge, Montage Deer Valley, and Hotel Monaco Salt Lake City for our 2nd Annual TCU Event. We're looking forward to an amazing weekend retreat!'.

At the bottom of the page, there is a footer with 'Terms of Use | Privacy Policy | Site Map | Contact Us' and 'Copyright © Tour Connection, Inc. | All rights reserved'.

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The screenshot displays the Tour Connection website interface. At the top, there is a navigation bar with links for Home, About Us, Contact, Sign-up, and Agent Login. Below this is a search bar with fields for 'Type Hotel or Venue Name', 'State/Province', and 'City or Zip Code'. A 'Refine your Search' sidebar on the left offers various filters such as Smoking Rooms, Pet Friendly, Do windows open, Bus Parking, Internet, Diamond Rating, and Star Rating. The main content area shows a list of hotel search results. Each result card includes a hotel name, address, a 'Booking Inquiry' button, and contact information for a representative. The hotels listed include The Colonnade Hotel, The Langham Boston, Dream Downtown, 70 Park Avenue Hotel (A Kimpton Hotel), Paramount Hotel, Fairfield Inn & Suites Marriott New York/Times Square, and Golden Arrow Lakeside Resort. A pagination bar at the bottom of the results shows page 1 of 10.

PROJECT METHODOLOGY

The Solution: Detailed Requirements

The following project components are being recommended to achieve the overall goals of the City of Novi. We have broken items up into phases that we drive our clients through to allow for greater flexibility and assist in devising an overall roadmap for success. As an integral part of your communications team, Basso Design Group will work closely with you during all phases of the design, development and implementation of your website project. This ensures that the website and its applications are built exactly to your standards and incorporate every piece of functionality required.

PHASE 1 - Preliminary Strategic Planning:

Website Logistics Consultation and Digital Marketing Review

The initial step in our engagement will be conducting a full review of your current website collection along with digital marketing initiatives for the City of Novi as it relates to this project. This is a critical step for the goals expressed and will help us understand and compile all the necessary stakeholders and website logistics for inclusion into the main website. This review will serve as a roadmap for your organization's website implementation and ultimately your project's success.

This project phase consists of the following pieces:

- *Review of current site maps and logistical flow of content and website functionality*
- *Review of current digital and traditional marketing initiatives*
- *Review of current brand influence and demographic reach*
- *Social and Digital Marketing plan design and implementation strategy (if requested)*

PHASE 2 - Website Project Execution:

Hello Novi – Online Community Attraction Tool

Your Basso Design Group custom designed community attraction tool will provide your visitors an exciting pathway into the wealth of information and services the City of Novi has to offer. Your new interactive website will show the region that you accept nothing less than perfection, and that potential visitors and current residents of the City of Novi can be confident planning their next shopping trip or business venture with you.

The following specifications are included in the price detailed in the Cost and Summary section.

- SOZO/PIVOTAL will provide imagery and design elements
- The City of Novi will provide all photos and videos
- A Stock photo budget will be included (value up to \$500 – if budget is exceeded, quote will be provided) if necessary

Site Structure and Page Count

- **(Up to 40*)** Website pages included

**NOTE: Additional pages beyond the amount shown above will be quoted separately and agreed upon before work is performed.*

- Preliminary site map of entire website

Custom Functionality

- **In our expertise, a custom content management system will need to be created and implemented to meet this site's requirements. We have done many websites that integrate with Google Maps and their respective local points of interest, and have found that it will be extremely difficult to integrate an already existing mapping widget into a CMS such as WordPress.**
- Website coded to be compliant with Section 508 of the Americans with Disabilities Act
- Website will integrate Google Maps as the mapping technology of choice. Google allows for flexibility in overlaying custom content and integrating directly with Google data.
- Responsive design allowing for site to appear correctly on mobile devices
- Website will incorporate a translation feature for non-English users. We highly suggest using the Google Translator tool integrated into a common element such as the header to automatically translate page elements.
- The website will be based upon an interactive map of the city, which will serve as the background on all pages/sections.
- There will be three primary page layouts – split screen, 2/3 screen, external site overlay and maps with points interest
- The design will integrate the City's existing and future social media sites

- The design will feature high quality images, the ability to embed video and live-streaming applications.
- The design will include a central image repository and the ability to create separate image galleries
- Basso Design Group will provide ongoing updates to versions of software
- Basso Design Group will provide maintenance support and hosting. We highly recommend a dedicated hosting platform to ensure security and speed.

Additional Information

- **(Up to 50 Hours)** Revisions included as part of this project component. These hours are for changes and updates to design and/or functionality prior to the project's launch.
- Client is responsible for providing all site content, photos and videos in a digital, copy-able format
- Client is responsible for all copywriting and grammar corrections prior to providing site content to Basso Design Group

Additional specifications not detailed above will be determined and presented for approval before being integrated into your new website.

PHASE 3: Support and Maintenance

Website Hosting

Basso Design Group website hosting plans have been designed to fit the exact need for your website and business requirements. Plans allow your website to grow with your business to keep costs low and manageable. All hosted servers are maintained in a secure, private data center utilizing the fastest possible Internet connection available.

The City of Novi's website will have a dedicated hosting facility optimized for website hosting and administration. The hosting facility is equipped with redundant power sources and an automatic transfer switch to maintain accessibility in the event of a power failure.

Website Hosting Security Statement

All Basso Design Group websites follow industry standard security practices. Depending on the technology that is used to build the website and the hosting plan selected, the specific security precautions taken may vary. These include daily malware scans, hardware firewalls, SSL certificates, PCI-compliant servers, encrypted mail servers, and more. The individual security requirements for your website will be determined at the beginning of your project.

Website Minimum Up-Time

Basso Design Group website servers maintain a 99.9% up time percentage across all of its servers. Whether your website resides on a shared basic plan, or a dedicated server, we have established security policies across all servers to maintain a secure environment and high percentage of site up time.

During our past 10 years, our sites have experienced only a handful of outages, all of which were the result of power outages or "acts of God" at our equipment datacenters. At worst, these outages lasted only a handful of hours while new servers were built up and the data was copied back to the machines. In all cases all data was properly backed up and able to be restored.

NOTE: *Our nationally located hosting centers back up all data daily and utilize redundant systems for maximum uptime. Unlimited technical maintenance is included in monthly hosting cost. In addition, all server equipment is upgraded on a regular basis.*

Website Maintenance Plans

Website maintenance plans provide your website the full attention it needs to keep your company information current and informative for your visitors. Our website maintenance plans come in a variety of sizes and can be used for tasks such as content maintenance, design updates, or development updates. Please remember, you must sign for at least a year to receive the reduced hour price that is determined in the plan.

All revisions, unless considered to be major, are accomplished within 72 business-day hours. All revisions are billed in 15-minute increments. When revisions are completed and have been released from the quality control process, you will be notified of the maintenance-plan time that was used and the number of hours left in the plan for that particular quarter.

Our website maintenance plans are as follows:

- Bronze Plan: 3 hours/month \$299/month (savings of 21% off hourly rate)
- Silver Plan: 6 hours/month \$549/month (savings of 27% off hourly rate)
- Gold Plan: 10 hours/month \$849/month (savings of 32% off hourly rate)
- Platinum Plan: 20 hours/month \$1,499/month (savings of 40% off hourly rate)

NOTE: 12-month minimum term required for above prices. Normal hourly rate is \$125/hour without a website maintenance plan. Unused hours are applied to the following month through the end of each quarter. At the end of the each quarter, unused hours are forfeited.

PROJECT PROCESS

As an integral part of your communications team, Basso Design Group will work closely with you during all phases of the design, development and implementation of your website project. This ensures that the website and its applications are built exactly to your standards and incorporate every piece of functionality required.

Phase 1 – Project Questionnaire

First, we provide you with a Project Questionnaire to gather initial thoughts from you, your partners and colleagues. This is a very important phase and includes the compilation of all communications standards information and other key elements, such as brand identity elements, target audience etc.

Phase 2 – Discovery and Requirements Meeting

We then schedule a discovery and requirements meeting to determine the exact design and functionality expected for the project. In this meeting, we discuss and document all the features needed and also provide consultation on how to improve any processes that will be involved. During this phase, the exact scope of the project will be solidified. If additional functionality or project components are requested beyond what is specified in this document, additional fees will be determined and presented for approval.

Phase 3 – Design and Development

In the design phase of the project, we provide electronic proofs/comps for your review. Once approved, we begin integration of the design, development of the applications and general construction of the website. During this phase, we consistently communicate with you regarding status of the project and give access to a review area so you can view your website as it is being built.

Phase 4 – Quality Assurance

Each website undergoes a rigorous in-house testing regimen, through beta testing and beyond, to ensure that each link is properly connected and that all navigation is sound. This process usually takes 1-2 weeks. The project coordinator and testing team test each aspect of the website and submit changes as required. The program manager then tests the entire website and submits revisions. Finally, the development leader tests the entire website after the first two rounds of revisions have been implemented.

Phase 5 – Project Launch

Once all project components have been developed, you are encouraged to test each and every aspect. This process allows you to provide feedback and become familiar with all project components. Once approved, Basso Design Group will launch the site into production and provide you with instructions specific to the components of your new website.

PROJECT DELIVERY TIME TABLE

The following are estimated completion times for each of the listed projects:

PHASE 1 - Preliminary Strategic Planning:

Website Logistics Consultation & Digital Marketing Review:

Requirements Gathering

Research Phase

1 Week

Week 1

Week 1

PHASE 2 - Website Project Execution:

Custom Designed Website - City of Novi

Discovery and Requirements Meeting

Consult with Designer on User/Web Interface

Client Provides Content and Assets

Website Development

Client Content Approval

Quality Assurance and Testing

Soft Launch to Client

Public Launch

12-14 Weeks

Week 1

Weeks 2-4

Week 4**

Weeks 4-10

Week 10**

Week 10-14*

Week 11

Week 14*

* Completion time is determined based upon final project design or search engine specification approvals

** For every week past this client milestone, add two weeks to the project completion target date.

Point of Contact Information

Prior to project inception, your point of contact is your account manager:

Dan Santonocito

Phone: 248.530.6000 x12

Email: dan@bassodesigngroup.com

After we begin working together, our project coordinator, Kelly Salowitz will be your primary point of contact for status updates and questions about your project. In the project coordinator's absence, please contact your account manager.

PLEASE NOTE! All client assets and revision information **MUST** be submitted to the following email address in order to assure timely attention in our production schedule: clients@bassodesigngroup.com.

Cost and Summary

Below is a summary of the available project components. Please **initial each item** you would like and sign both the agreement and terms and conditions sections of the proposal in the space provided. Once signed, please fax back to Basso Design Group at 248.479.0670.



Items marked with a star are highly recommended by Basso Design Group.

Phase 1 & 2 - Strategic Planning & Website Project Execution:

Preliminary Strategic Planning



INCLUDED Website Logistics Consultation and Digital Marketing Review

(GOVERNMENT MUNICIPALITY IN-KIND DONATION: Original Price: \$7,500)

Custom Designed Website - City of Novi Website



_____ \$45,000 project cost

(NON-PROFIT / MUNICIPALITY DISCOUNT: Original Price: \$55,500)

(Price is based on current website analysis. Based on City Budget, price can scale up or down dependent on City of Novi desired features.)

Phase 3 - Support and Maintenance:

Website Maintenance Plans (12-month minimum term required for the following pricing)

_____ Bronze Plan - (3 hours/month) - \$299/month (21% savings over hourly rate)

_____ Silver Plan - (6 hours/month) - \$549/month (27% savings over hourly rate)



_____ Gold Plan - (10 hours/month) - \$849/month (32% savings over hourly rate)

_____ Platinum Plan - (20 hours/month) - \$1,449/month (40% savings over hourly rate)

Continued on next page

Website Hosting - City of Novi Website

★ Dedicated - \$499/Month*

*(Small plans are available if required by budget)

Payment Terms

Main Project Components

Payment Terms

40% down payment due at project initiation

30% due at design approval

30% due at conclusion of the project close-out meeting

Agreement

By signing below, I agree to the payment terms, prices and lengths as detailed on the previous pages and attest that I am an authorized signer for my company.

X: _____

X: _____

Name: _____

Name: _____

Date: _____

Date: _____

For City of Novi

For Basso Design Group

Once items are selected, please fax to Basso Design Group at 248.479.0670. If you have any questions, you may call us at 248.530.6000.

Terms and Conditions

Please note that these Terms and Conditions are general guidelines and open to discussion.

The "Agency" refers to Basso Design Group.

1. **Governing law and consent to jurisdiction.** This Contract shall be governed by the laws of the state of Michigan. The parties agree that any action for enforcement may be brought in the Circuit Court of Oakland County, Michigan and consent to Oakland County as the venue for any such action. The Client shall pay Agency all court costs, reasonable attorney's fees, and legal interest on any award of judgment in favor of the Agency. The Agency shall pay Client all Court costs, reasonable attorney's fees, and legal interest on any award of judgment in favor of the Client.
2. **Time for payment.** Unless otherwise negotiated, all invoices are payable upon completion of the project. The grant of any license or right of copyright is conditioned on receipt of full payment.
3. **Late fees.** If payment is not received within the due date specified in section 2 above and/or specified on received invoice, Agency may, at its option, assess a late fee in the amount of 5% of amount due to be added to the principal amount owed. Should Agency choose to assess a late fee, Agency agrees not to bring any action for enforcement so long as payment of the amount due and the late fee is received within fifteen days of the due date specified.
4. **Default.** Default occurs if payment is not received within thirty days of the due date specified in section 2 above and/or specified on received invoice. Should Client default: the amount due and owing shall be accelerated; interest at the rate of nine percent per annum shall be assessed on the entire amount of principal due and owing; Agency shall be entitled to bring an action for enforcement; and unpaid late fees shall be deemed part of the principal amount due and owing. The Client shall assume responsibility for all collection of legal fees incurred by the Agency, necessitated by default in payment.
5. **Estimates.** If this document is used for an estimate or assignment confirmation, the fees and expenses shown may be minimum estimates only. Final fees and expenses shall be shown when invoice is rendered. Client's approval shall be obtained for any significant increase in fees or expenses. Client shall reimburse Agency for all reasonable expenses arising from this assignment and expenses in excess of \$500.00 must be subject of mutual agreement.
6. **Changes.** Ten hours of revisions are included as part of this agreement. Requested revisions beyond this limit will be quoted by the Agency and approved by the client before being executed.
7. **Cancellation.** In the event of client cancellation of this assignment, the client shall retain any artwork or project files which have been paid for to that point in time. The Agency also retains the right to cancel the project, at which point in time any project files and/or artwork which have been paid for will be transferred to the client.
8. **Self Promotion.** If exclusive copyrights of the artwork are transferred to the Client, the Agency may still reproduce the artwork, limited for its own self promotion. If the Agency uses licensed, registered, or trademark images in a design project, the Agency may reproduce the design project, limited to his own self promotion.
9. **Modification.** Modification of the Agreement must be written, including the authorization of any additional work.

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10. Concept artwork. All concepts pencil sketches, concept color roughs, and preliminary, creative stage electronic designs are the property of the Agency and may not be finished or altered without written authorization from the Agency. Creative stage concept artwork may only be used for its intended purpose, and may not be used or copied, by the Client, for final design. Concepts not used for final artwork are the property of the Agency.
11. Internet and Social Marketing. The Agency makes no guarantees as to the results of Internet and Social Marketing programs. Because of the highly dynamic nature of these products, and due to proprietary search engine algorithms, results are not guaranteed.
12. Resignation. At each major milestone, Agency reserves the right to resign the project. All files paid for by the client at that point will be provided in a format that will allow the client to take the project to another Agency.
13. Limitation of Liability. Client agrees that the timetable specified in this proposal is an estimate to the best of our ability to complete the project in a timely manner. Client agrees that this timetable may be modified as the project progresses due to scope change, client –dependent milestone delays (such as approval delays, content delivery, etc.), or outside factors beyond the Agency’s control.
14. Client takes full responsibility for any and all content placed on website or in marketing materials. Client agrees not to hold Agency liable for any and all material provided by or placed on the website by client that can be deemed defamatory, derogatory, copyright infringement, etc. Client agrees to be fully responsible for the materials placed on website and marketing materials.
15. Agency and Client waive claims against each other for consequential damages relating to this contract.
16. Ownership of code and assets. Upon completion of project and once all project invoices have been paid in full, all code, art, and files will be transferred to client.

By signing below, I agree to the terms and conditions detailed on the previous page(s) and attest that I am an authorized signer for my organization.

X: _____

X: _____

Name: _____

Name: _____

Date: _____

Date: _____

For City of Novi

For Basso Design Group

Appendix (Reference Sheet)

Reference 1

Contact Name: Sherry Tompkins
Title: Director of Marketing
Municipality: Genesee County
Web address: www.flintandgenesee.org
Phone: 810.600.1428

Reference 2

Contact Name: Allan Goetz
Title: President
Business: Tour Connection
Web address: www.tourconnectionbeta.com & www.tourconnection.com
Phone: 248.650.3070

Reference 3

Contact Name: Peter Poulos
Title: Director of Marketing
Organization: Detroit Historical Society & CrimeStoppers
Web address: www.detroithistorical.org
Phone: 313.922.5000

REFERENCES: Please provide at least three client (3) references for projects of similar scope done in the last 3 years.

Company Genesee County & City of Flint
Address www.flintandgenesee.org
Phone 810-600-1428 Contact name Sherry Tompkins

Company Tour Connection
Address www.tourconnection.com
Phone 248-650-3070 Contact name Allan Goetz

Company Detroit Historical Society
Address www.detroithistorical.org
Phone 313-922-5000 Contact name Peter Poulos

THIS PROPOSAL SUBMITTED BY:

Company (Legal Registration) Basso Design Group
Address 1050 Wilshire Dr, Ste 305
City Troy State MI Zip 48084
Telephone 248-530-6000 Fax 248-479-0670

Agent's Name ~~W~~ CATHERINE GRACE
Agent's Title DIGITAL ACCOUNT EXECUTIVE
Signature Catherine A Grace
E-mail Cathy@bassodesigngroup.com
Date July 31, 2013

CITY OF NOVI and NOVI COMMUNITY SCHOOLS

ONLINE COMMUNITY ATTRACTION TOOL

Please return this page with your bid form

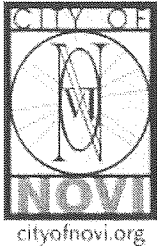
If your company is awarded the item(s) referenced in the bid proposal, other governmental entities may wish to use this contract and will issue a purchase order or contract for the item(s) awarded in the bid proposal following minimum order/contract requirements set forth in the bid documents. Each entity will provide their own purchase order and delivery location(s) and must be invoiced separately to the address indicated on their purchase order.

1. EXTENSION OF AWARD TO THE MITN (MICHIGAN INTER-GOVERNMENTAL TRADE NETWORK) PURCHASING COOPERATIVE: OPTIONAL

Numerous Counties, Cities, Townships, and Authorities of the State of Michigan are members of the MITN (Michigan Inter-governmental Trade Network) Purchasing Cooperative. Other associate entities are also members of the Cooperative in the Tri-County area. Please visit www.mitn.info website to view the entire list of participating agencies.

If an award is made to BASSO DESIGN GROUP, it is agreed that the contract will be extended to other MITN Purchasing Cooperative members and associate entities under the same prices, terms, and conditions.

Our company is **NOT** interested in extending the contract to those MITN members listed on the website.



**NOTICE - CITY OF NOVI and NOVI PUBLIC SCHOOLS
REQUEST FOR PROPOSALS**

ONLINE COMMUNITY ATTRACTION TOOL



The City of Novi will receive sealed proposals for **Online Community Attraction Tool** according to the specifications of the City of Novi.

A mandatory pre-proposal meeting will be held Tuesday, July 16, 2013 promptly at 10:00 A.M. at the Novi Civic Center, 45175 W. Ten Mile Rd., Novi, MI 48375.

Sealed proposals will be received until **3:00 P.M.** prevailing Eastern Time, **Wednesday, July 31, 2013** at which time proposals will be opened and read. Proposals shall be addressed as follows and delivered to:

**CITY OF NOVI
CITY CLERK'S OFFICE**
45175 W. Ten Mile Rd.
Novi, MI 48375-3024

OUTSIDE OF MAILING ENVELOPES/PACKAGES MUST BE PLAINLY MARKED **"Online Community Attraction Tool"** AND MUST BEAR THE NAME OF THE PROPOSER.

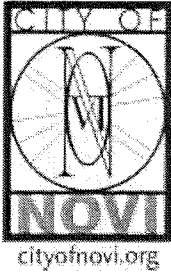
The City reserves the right to accept any or all alternative proposals and award the contract to other than the lowest proposer, to waive any irregularities or informalities or both; to reject any or all proposals; and in general to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interest of the City of Novi.

Sue Morianti
Purchasing Manager

Notice dated: **June 28, 2013**

NOTICE TO PROPOSERS:

The City of Novi officially distributes RFP documents through the Michigan Intergovernmental Trade Network (MITN). **Copies of RFP documents obtained from any other source are not considered official copies.** The City of Novi cannot guarantee the accuracy of any information not obtained from the MITN website and is not responsible for any errors contained by any information received from alternate sources. Only those vendors who obtain RFP documents from the MITN system are guaranteed access to receive addendum information, if such information is issued. If you obtained this document from a source other than the source indicated, it is recommended that you register on the MITN site, www.mitn.info and obtain an official copy.



CITY OF NOVI and NOVI PUBLIC SCHOOLS
ONLINE COMMUNITY ATTRACTION TOOL
INSTRUCTIONS TO PROPOSERS

SCHEDULE A
Page 36 of 58



This RFP is issued by the Purchasing Office of the City of Novi.

IMPORTANT DATES

RFP Issue Date	June 28, 2013
Mandatory Pre-proposal Meeting	Tuesday, July 16, 2013 at 10:00 A.M. Novi Civic Center, 45175 W. Ten Mile Rd., Novi, MI 48375
Last Date for Questions	Wednesday, July 24, 2013 by 12:00 P.M. Submit questions via email to: Victor Cardenas vcardenas@cityofnovi.org
Response Due Date	Wednesday, July 31, 2013 by 3:00 P.M.
Anticipated Award Date	Monday, August 26, 2013

MANDATORY PRE-PROPOSAL MEETING

The mandatory pre-proposal meeting begins promptly at the time listed above and will be closed thereafter to latecomers. It is the vendor's responsibility to take traffic, weather, etc. into consideration in order to arrive at the pre-bid meeting on time.

QUESTIONS

Please email all questions to the person listed above. Please write the name of the RFP in the subject line. If you write anything else in the subject line, your email may be deleted as spam.

TYPE OF CONTRACT

If a contract is executed as a result of the bid, it stipulates a fixed price for products/services.

PROPOSAL SUBMITTALS

An **UNBOUND COMPLETED ORIGINAL and Five (5) copies** of each proposal must be submitted to the Office of the City Clerk. No other distribution of the proposals will be made by the Contractor. Proposals must be signed by an official authorized to bind the Contractor to its provisions.

FAILURE TO SUBMIT PRICING ON THE PROPOSAL FORM PROVIDED BY THE CITY OF NOVI MAY CAUSE THE BID TO BE CONSIDERED NON-RESPONSIVE AND INELIGIBLE FOR AWARD.

CHANGES TO THE RFP/ADDENDUM

Should any prospective Proposer be in doubt as to the true meaning of any portion of the Request for Proposal, or should the Proposer find any patent ambiguity, inconsistency, or omission therein, the Proposer shall make a written request (via email) for official interpretation or correction. Such request shall be submitted to the specified person by the date listed above. The individual making the request shall be held responsible for its prompt delivery.

Such interpretation or correction, as well as any additional RFP provisions that the City may decide to include, will be made as an addendum, which will be posted on the MITN website at www.mitn.info . Any addendum issued by the City shall become part of the RFP and shall be taken into account by each proposer in preparing their proposal. Only written addenda are binding. It is the Proposer's responsibility to be sure they have obtained all addenda. Receipt of all addenda must be acknowledged on proposal form.

SUBMISSION OF PROPOSALS

Proposals must be submitted in a sealed envelope. Outside of mailing envelope must be labeled with name of contractor and name of RFP. Failure to do so may result in a premature opening or failure to open such proposal.

To be considered, sealed proposals must arrive at City Clerks Office, on or before the specified time and date. There will be no exceptions to this requirement. Proposal is considered received when in the possession of the City Clerk. Contractors mailing proposals should allow ample time to ensure the timely delivery of their proposal. Proposals received after the closing date and time will not be accepted or considered. Faxed, emailed, or telephone bids are not acceptable. The City of Novi shall not be held responsible for lost or misdirected proposals. The City reserves the right to postpone an RFP opening for its own convenience.

Proposals must be clearly prepared and legible and must be signed by an Authorized Representative of the submitting Company on the enclosed form. Proposals must show unit and total prices. **ANY CHANGES MADE ON PROPOSAL FORMS MUST BE INITIALED OR YOUR PROPOSAL MAY BE CONSIDERED NON-RESPONSIVE.**

A proposal may be withdrawn by giving written notice to the Purchasing Manager before the stated due date/closing time. After the stated closing time, the bid may not be withdrawn or canceled for a period of One Hundred and Twenty (120) days from closing time.

Proposers are expected to examine all specifications and instructions. Failure to do so will be at the proposer's risk.

Failure to include in the proposal all information requested may be cause for rejection of the proposal.

Any samples, CDs, DVDs or any other items submitted with your proposal will not be returned to the contractor.

No proposal will be accepted from, or contract awarded to any person, firm, or corporation that is in arrears or is in default to the City Novi upon any debt or contract, or

that is in default as surety or otherwise, or failed to perform faithfully any previous contract with the City.

USE OF THE CITY LOGO IN YOUR PROPOSAL IS PROHIBITED.

CONSIDERATION OF PROPOSALS

In cases where items are requested by a manufacturer's name, trade name, catalog number or reference, it is understood that the proposer intends to furnish the item so identified or an item of "equal" quality and value as determined by the City of Novi.

Reference to any of the above is intended to be descriptive, but not restrictive, and only indicates articles that will be satisfactory. Bids of "equal" quality and value will be considered, provided that the proposer states in his/her bid what he/she proposed to furnish, including literature, or other descriptive matter which will clearly indicate the character of the item covered by such bid.

The City hereby reserves the right to approve as an "equal", any item proposed which contains minor or major variations from specification requirements, but which may comply substantially therewith.

RESPONSIVE PROPOSALS

All pages and the information requested herein shall be furnished completely in compliance with instructions. The manner and format of submission is essential to permit prompt evaluation of all proposals on a fair and uniform basis. Unit prices shall be submitted if space is provided on proposal form. In cases of mistakes in extension, the unit price shall govern. Accordingly, the City reserves the right to declare as non-responsive, and reject an incomplete proposal if material information requested is not furnished, or where indirect or incomplete answers or information is not provided.

EXCEPTIONS

The City will not accept changes or exceptions to the RFP documents/specifications unless Contractor indicates the change or exception in the "Exceptions" section of the proposal form. If Contractor neglects to make the notation on the proposal form but writes it somewhere else within the RFP documents and is awarded the contract, the change or exception will not be included as part of the contract. The original terms, conditions and specifications of the RFP documents will be applicable during the term of the contract.

CONTRACT AWARD

The contract that will be entered into will be that which is most advantageous to the City of Novi, prices and other factors considered. The City reserves the right to accept any or all alternative proposals and to award the contract to other than the lowest proposer, waive any irregularities or informalities or both, to reject any or all proposals, and in general, to make the award of the contract in any manner deemed by the City, in its sole discretion, to be in the best interests of the City of Novi.

After contract award, notification will be posted on the MITN website at www.mitn.info.

SELECTION PROCESS

This document is a Request for Proposals. It differs from an Invitation to Bid in that the City is seeking a solution as described herein, and not a bid meeting firm specifications for the lowest price. As such the lowest price will not guarantee an award recommendation. Competitive sealed proposals will be evaluated based on criteria formulated around the

most important features of the service, of which qualifications, experience, capacity and methodology, may be overriding factors, and price may not be determinative in the issuance of a contract or award. The proposal evaluation criteria should be viewed as standards that measure how well a contractor's approach meets the desired requirements of the city. Those criteria that will be used and considered in evaluation for award are set forth in this document. The City will thoroughly review all proposals received. Firms invited to participate in an interview will appear on **Wednesday, August 14, 2013**. A contract will be awarded to a qualified contractor submitting the best proposal.

PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated by the Qualifications Based Selection (QBS) process Qualifications using the following criteria:

1. Portfolio/Prior Experience
2. Project Methodology
3. Project Team (Development Team –Biography, office location)
4. Delivery Time Table
5. Maintenance of final product – considerations and plans for future maintenance of developed software
6. Ability to execute vision of City of Novi and Novi Schools Development Team

Project Management Philosophy

The City of Novi is a member of the Project Management Institute (PMI). PMI global standards provide guidelines, rules and characteristics for project, program and portfolio management. These standards are widely accepted and, when consistently applied, they help our organization achieve professional excellence. The selected vendor will be required to follow the Project Management Body of Knowledge (PMBOK) guide. This internationally recognized standard provides the essential tools to practice project management and deliver successful project implementations

GENERAL CONDITIONS

TAX EXEMPT STATUS

It is understood that the City of Novi is a governmental unit, and as such, is exempt from the payment of all Michigan State Sales and Federal Excise taxes. Do not include such taxes in the bid prices. The City will furnish the successful proposer with tax exemption certificates when requested. The City's tax-exempt number is 38-6032551.

The following exception shall apply to installation projects: When sales tax is charged to the successful proposer for materials to be installed during the project, that cost shall be included in the "Complete for the sum of" bid price and not charged as a separate line item. The City is not tax exempt in this case and cannot issue an exemption certificate.

FREIGHT CHARGES/SHIPPING/HANDLING

All bid/proposal pricing is to be F.O.B. destination.

INVOICING

Invoices must be mailed to: City of Novi, Attn: Finance Department, 45175 W. Ten Mile Road, Novi, MI 48375

CONTRACT TERMINATION

The City may terminate and/or cancel this contract (or any part thereof) at any time during the term, any renewal, or any extension of this contract, upon thirty days (30) days written notice to the Contractor, for any reason, including convenience without incurring obligation or penalty of any kind. The effective date for termination or cancellation shall be clearly stated in the written notice.

TRANSFER OF CONTRACT/SUBCONTRACTING

The successful proposer will be prohibited from assigning, transferring, converting or otherwise disposing of the contract agreement to any other person, company or corporation without the expressed written consent of the City of Novi. Any subcontractor, so approved, shall be bound by the terms and conditions of the contract. The contractor shall be fully liable for all acts and omissions of its subcontractor(s) and shall indemnify the City of Novi for such acts or omissions.

NON-DISCRIMINATION

In the hiring of employees for the performance of work under this contract, neither the contractor, subcontractor, nor any person acting in their behalf shall by reason of religion, race, color, national origin, age, sex, height, weight, handicap, ancestry, place of birth, sexual preference or marital status discriminate against any person qualified to perform the work required in the execution of the contract.

ACCEPTANCE OF PROPOSAL CONTENT

Should a contract ensue, the contents of the proposal of the successful Proposer may become contractual obligations. Failure of a contractor to accept these obligations may result in cancellation of the award.

DISCLOSURE

All documents, specifications, and correspondence submitted to the City of Novi become the property of the City of Novi and are subject to disclosure under the provisions of Public Act No. 442 of 1976 known as the "Freedom of Information Act". This Act also provides for the complete disclosure of contracts and attachments hereto. This

means that any informational material submitted as part of this RFP is available without redaction to any individual or organization upon request.

ECONOMY OF PREPARATION

Proposals should be prepared simply and economically, providing a straightforward and concise description of the contractor's ability to meet the requirements of the bid. Emphasis should be on completeness and clarity of content. Included in the response must be a point by point response to the Requirements and other sections of the bid.

The City of Novi is not liable for any costs incurred by proposers prior to issuance of a contract.

INDEPENDENT PRICE DETERMINATION

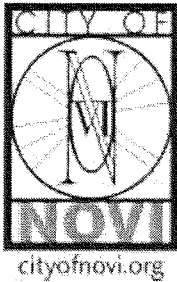
By submission of a proposal, the offerer certifies, and in case of a joint proposal, each party hereto certifies as to its own organization, that in connection with the proposal:

- (a) The prices in the proposal have been arrived at independently without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offerer or with any other Competitor; and
- (b) No attempt has been made or will be made by the offerer to induce any other person or firm to submit or not submit a proposal for the purpose of restricting competition.

Each person signing the proposal certifies that:

- (c) He is the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal and that he has not participated and will not participate in any action contrary to (a) and (b) above; or
- (d) He is not the person in the offerer's organization responsible within that organization for the decision as to prices being offered in the proposal but that he has been authorized in writing to act as agent for the persons responsible for such decisions in verifying that such persons have not participated, and will not participate, in any action contrary to (a) and (b) above, and that as their agent, does hereby so certify; and that he has not participated, and will not participate in any action contrary to (a) and (b) above.

A proposal will not be considered for award if the sense of the statements required in the proposal has been altered so as to delete or modify the above.



CITY OF NOVI and NOVI PUBLIC SCHOOLS
ONLINE COMMUNITY ATTRACTION TOOL
SPECIFICATIONS



OVERVIEW

The City of Novi and the Novi Community School District is seeking a technology partner to build and develop an informative and eye-popping web experience for individuals interested in what Novi has to offer from three different angles — traditional informational content, location-based presentation and share-based social media. They will primarily be overlaid on a mapping platform and will utilize both GPS and/or pin-drop location management.

Informational content, video, external links, photos and mapping will come together to give the user the experience that he is walking down the street and experiencing Novi in augmented reality.

This RFP is about the execution of a vision called Hello Novi that was developed by the City of Novi, the Novi Community School District and its creative partner, SOZO/PIVOTAL. We've created and started to tell the story, now we need to develop the tool to carry it out to our audience — primarily businesses considering a move into Novi, families looking to move into the community and international business professionals researching a possible temporary relocation to Novi for work purposes.

The Hello Novi initiative builds off of four main themes — living, learning, working and relaxing. These main attractions are the starting points for navigating throughout the mapping portion of the website.

The look and feel and the information to be included in this project will be provided to the technology partner as needed. We envision a strong relationship and collaboration between the four entities that not only works together to see this piece from development to launch, but also possible longer-term expansion of this tool. It is our intent to create a web site that is leading-edge and a model for other communities.

THE OBJECTIVE

The City of Novi is in many respects an unrecognized jewel of metro Detroit. It's a newer community that has experienced rapid growth over the past 20-30 years. Individuals who have never lived here but have visited Twelve Oaks Mall or been through the area on business don't really absorb what Novi is all about. This tool is meant to change that. While there isn't one defined downtown district, this website will package the city's amenities and attractions and inform people as they walk the community and give those living on the other side of the world a glimpse into the community and a sense of what Novi is on all four levels — living, learning, working and relaxing.

THE MESSAGE — HELLO NOVI

It's important to us that our partner in technology and web development understand what has brought us to this point in the project. We conducted a series of interviews with families, businesses, city leaders and school administrators to learn from them what the Novi brand was really all about in their hearts. Their feedback and insight was extremely helpful in allowing us to craft and package a message around the theme of "Hello Novi" — a welcoming message to those not yet familiar with our community as well as long-time residents. By understanding the campaign and the thought-process behind it, it is our desire that the selected partner is better equipped to make recommendations that help us better achieve our objectives and communicate this message in a way that is truly unique to Novi. The positioning statement is really those unique and differentiating elements of the brand. Rather than focusing on what other communities had that Novi desired, we're focusing on the features of Novi. The Hello Novi theme will have its own unique identity and messaging that will be created and administered by SOZO/PIVOTAL. The following will provide you a clearer insight into the overall positioning and message:

POSITIONING STATEMENT— What does Novi deliver? Essentially, Novi is the only city in the area that offers a unique combination of large business, strong sense of community, excellent schools, convenient location and an identifiable buzz of activity that was clearly evident from our conversations.

Novi is a globally diverse community with a strong focus on business, education and servicing its residents needs and expectations. It's an upscale suburban community that has the benefit of being surrounded by easily accessed freeways reaching out to airports and neighboring communities. It's also conveniently located near the less congested areas of the region — a juxtaposition that doesn't go unnoticed.

THE HELLO NOVI BRAND— Whether you work or live in Novi, you've experienced the city's touchpoints. The touchpoints are those impressions that create the aforementioned brand image. Whether it's accurate or perceived, it's a reality in the people who experience it. This isn't about advertising or billboards or public relations events, it's about connecting people in the simplest form — by saying "hello" and steering towards an image and position that is welcoming.

Hello is the starting point to any positive relationship or conversation. What if you lived in a community where everyone took an extra split-second to say hello? Complete strangers. People pumping gas at the bay next to you. The person in line behind you at the coffee shop. The mom walking her dog in the brisk morning air. The guy in the car stopped at the light next to you. The people you pass in the shops at Twelve Oaks. Consider the impact. Consider what might happen! People walking with their heads up. People starting their day off right. People connecting. There's connectedness within a community, but is it ever really a true bond? While our computers and smart phones keep us connected to everything from friends and family to current events and the latest video games, it's still our voices and personal interactions that keep our souls connected to the people around us. There are two sides to this that when working together will truly pull together the technology and the people using it.

It's all about the "hello" as an action, not just the name of this project. Creating a flat informational website will only receive a smattering of page views. Creating a true interaction that bounces from on and off the screen is what's really going to attract people not only to Novi, but to the people of Novi.

Novi is the ideal city to take charge and own an initiative like this. The people here are passionate. They're motivated. They're achievers. They're ready to connect and it can start and continue every single day with a simple "hello." Remember the hit sitcom Cheers? The lovable Norm would walk into the bar and everyone would acknowledge his arrival. It probably (hopefully!) doesn't happen to you when you walk into your local watering hole, but you can feel the sense of belonging that Norm experiences as he rattles off a one-liner and walks to his corner barstool. "Hello" is powerful. "Hello" is the thread through which Novi can create strong connections with new people, new businesses and visitors.

Hello? It's simple and it can be executed on a grass-roots level. There were many individuals who pointed out that once people interact and are embraced by the people of Novi, they're sold. It's obviously not that simple, but there's much to be said about the contagiousness of pride, passion and energy.

How Hello Novi looks will be determined in the development of the brand identity. Using this theme as the guideline for that creative design and direction, SOZO / PIVOTAL will create imagery and design elements based on a set of key characteristics that should be visible in every form of communication.

POINTS OF INTEREST

The key attractions of this site will focus on the schools, parks, libraries, residential developments/communities, large shopping districts/facilities, hospitals, high impact/high employee companies and other municipal attractions. While the structure of the site is outlined below, the individual "points of interest" need to be included in the launch of the site. Ideally, moving forward, new "points of interest" can simply be added by the staff. Information on these pages will include:

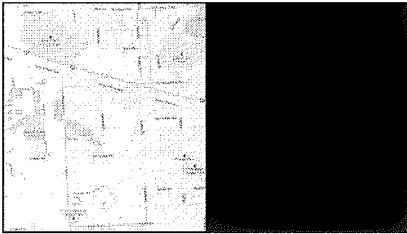
- Name (logo if applicable)
- Contact Info
- Description
- Address — pin on map
- Photos and/or video
- Link to website

PAGE LAYOUTS

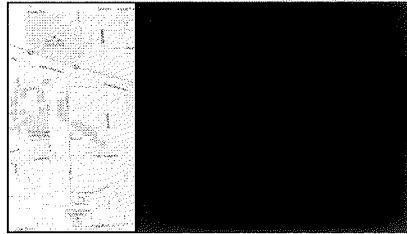
For consistency and branding, every view of the site will exhibit the Hello Novi branding and design as well as the "Main Attraction" content and layout. An interactive map of the city will serve as the background on all pages/sections. There are three primary page layouts, including:

- Split screen -- used for content and to display forms, info, etc.
- 2/3 screen -- used for sections with more content, i.e. About, blog, etc.
- External site overlay -- used for embedded video, outside URLs, photo galleries, etc. Click the X or on the grayed-out map will bring you back to the main map screen
- Maps with Points of Interest — shown when clicking on one of the four Main Attractions

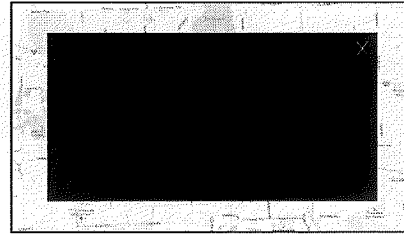
SPLIT SCREEN



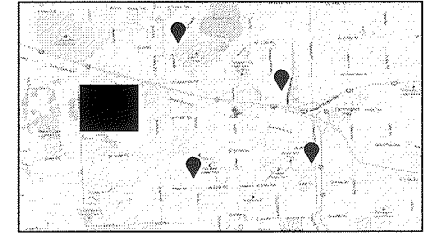
2/3 SCREEN



EXTERNAL SITE OVERLAY



MAP W/ POINTS OF INTEREST



SECTIONS

Quick Guide

- About/Hello, From Novi — An introduction of the Hello Novi campaign and a general "about Novi" tab. A welcome video would also be included on this page.
- Schools — Informational content about the school districts in Novi as well as a video introducing the schools.
- Community/City — A letter from the Mayor of Novi and brief information about the city.
- Businesses — Content describing the characteristics of the Novi business community.
- Video Library — A library of content embedded from YouTube and archived here.
- News — A blog format that would be searchable and archived based on categories and dates.
- Street View — GPS or pin drop to a street view on hot-spot areas of the Novi map (background of the entire site)
- Points of Interest — An full view of the Novi map with all (Live/Learn/Work/Relax) points of interest laid out in one place. Each category is color-coded. Selection of a point of interest would create a split or 2/3 screen revealing content (copy or video)
- Contact — A form where visitors can contact Hello Novi.

The Main Attractions

- LIVE — Neighborhoods, residential developments, houses for sale
- LEARN — Schools (Both K-12 and professional)
- WORK — Businesses with over 50 employees
- RELAX — Parks/recreation, shopping, dining, entertainment options

Find/Choose Location

- GPS — Find your location as you're physically in Novi
- Drop Pin — Choose your location of interest while viewing the site outside of the city limits. Click on the screen to select an area. Points of interest are revealed based on your drop pin.

Why Novi?

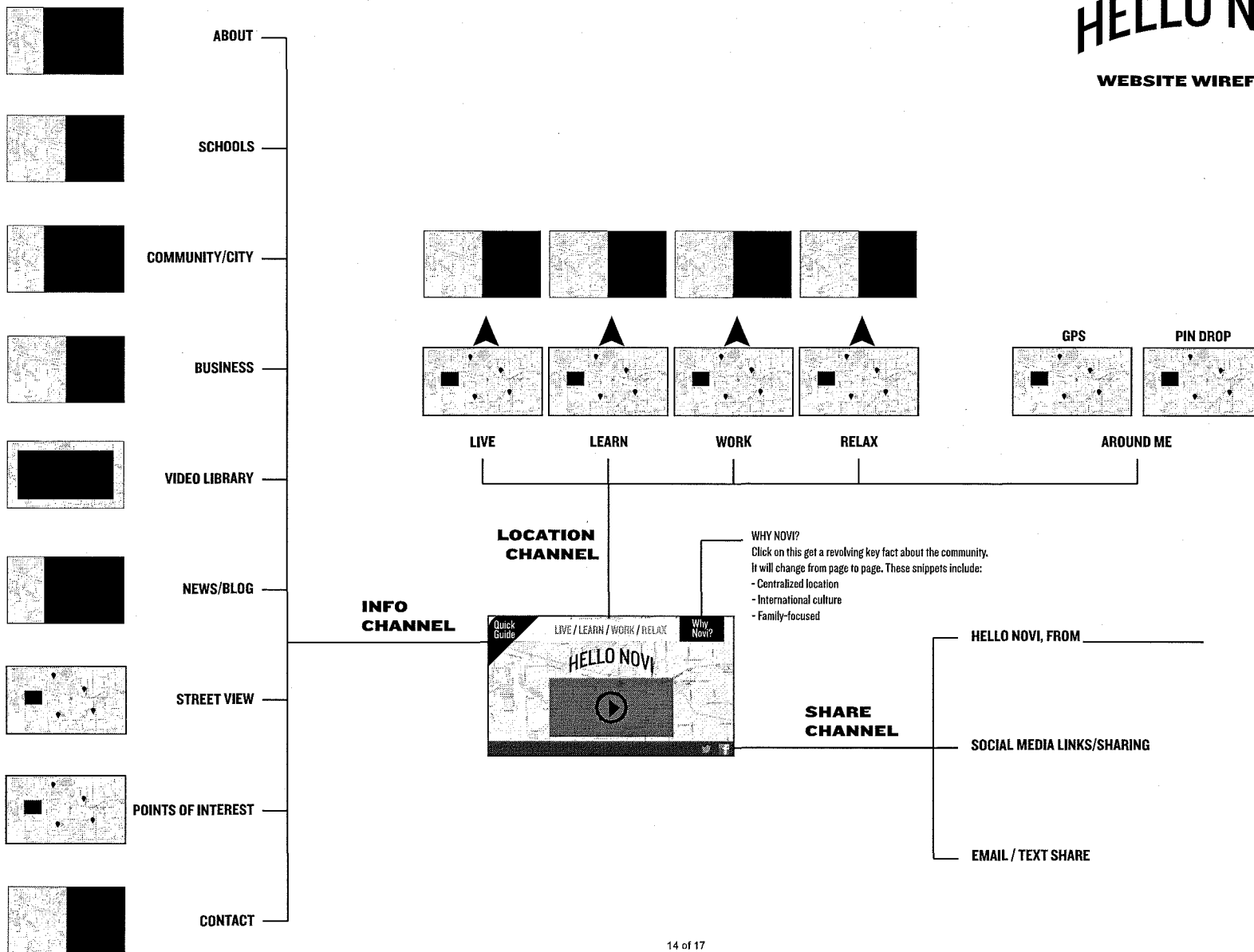
- Random snippets of facts and information as to "why Novi." These would randomly display each time a visitor clicked on the icon.

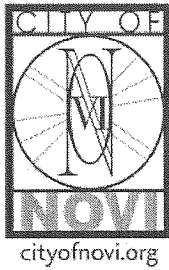
Social

- Links to social media sites like Facebook, Twitter and Instagram
- Ability to share content with friends from each screen/section via email, Facebook or Twitter. Twitter posts would automatically generate and embed in the message a #hellonovi hashtag.

HELLO NOVI

WEBSITE WIREFRAME





CITY OF NOVI
RFP ONLINE COMMUNITY ATTRACTION TOOL
ADDENDUM #1

INTENT: This addendum has been issued to modify and/or interpret the original specifications for the bid/RFP named above. Unless otherwise instructed, the information contained within this Addendum shall take precedence over anything contrary in the original specifications, and shall hereinafter be considered as part of the package.

RESPONSE: The Contractor shall verify receipt of this Addendum on the Bid/Fee Proposal Form.

CONTENTS: Included in this Addendum are six (6) pages of written addenda description which includes the Pre-proposal sign-in sheets.

CLARIFICATIONS:

1. An example of the various points of interest included in phase one of the Hello Novi Roll out:

- Novi Civic Center
- Police Station
- Novi Library
- Fuerst Park
- Lakeshore Park
- Pavilion Shore Park
- Ball Fields
- Fire Station 1
- Fire Station 2
- Fire Station 3
- Fire Station 4

- All Novi Public School Buildings
 - Village Oaks Elementary
 - Orchard Hills Elementary
 - Novi Woods Elementary
 - Parkview Elementary
 - Deerfield Elementary
 - Novi Meadows 5/6 Grade
 - Novi Middle School
 - Novi High School
 - Novi Adult/Community Education (including preschool)
 - Novi Athletic Department
 - Novi Fine Arts

Twelve Oaks Mall
Providence Park Hospital
Walled Lake

2. Social Media Tie-In:
There will be some type relationship by the Hello Novi site and Social Media (Youtube, Twitter, Facebook, Pinterest, Tumblr, etc.) but at this point we do not know how the will look and operate.
3. The School district will provide the language translations. The first iteration of the project will focus on English and Japanese, with Indian languages to follow.

QUESTIONS:

1. Does "Maintenance of final product" (Page 5-Item #5) suggest the chosen vendor will be responsible for changes to the site on an ongoing basis? If yes, does "changes" also include the addition of other pages to the site?
Answer: Yes, the Schools and the City would continue the relationship with the solution provider to continue to maintain the website adding material such as pages and uploading new content provide by both public entities. The partnership of Schools and City ideally would receive a time and materials quote from the chosen solution provider to continue the relationship and regularly maintain the site.
2. What is "Location based presentation" (Page 8-Paragraph 1)?
Answer: People using this website will either be in Novi or outside of the city limits. For those inside the city limits, we would like to display attractions based on their exact location. Perhaps they are driving around the city looking at houses in various residential communities. This way of experiencing the site would allow people to see the parks, schools, business, homes for sale, etc. that are directly surrounding them. For those views from afar they would have the ability to drop a pin in a particular location to and receive the various attractions and properties around there.
3. Could you clarify: "They will primarily be overlaid on a mapping platform" (Page 8-Paragraph 1):
Answer: We envision the map being a fairly constant background to the information displayed on the site by using a split screen, 2/3 screen or external site overlay.
4. The RFQ refers to "video, photos" (Page 8-Paragraph 2). Are these assets you will provide the chosen vendor with, or are we expected to produce a new video and photos? If yes, when will the script and objective of each be defined?
Answer: The City and the Schools will provide all produced video material, photos, text content for the solution. Some of the material is already created. The scripts will come during the creation of the solution. SOZO / PIVOTAL will storyboard and create the script and outline of these videos/photos as well as

where and when they are needed within the timeline of the project. The City and Schools will provide the finished materials.

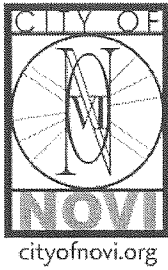
5. You mention SOZO/PIVOTAL in your RFQ as your creative partner (Page 8-Paragraph 3). Is this company producing all the design elements for the entire site including page design, any interactive portions that might exist?
Answer: The solution provider will provided the overall framework, the base platform design of the site. Sozo/Pivotal will work in conjunction with the Schools, City and the chosen solution provider to develop the branding; overall look and feel of the site.
6. Does the Google map need to be customized?
Answer: If Google maps is used, and customization is a possibility then yes, we would like to explore that option.
7. Can you elaborate on what you refer to as "Expansion of this tool" (Page 8-Paragraph 5)?
Answer: Augmented reality, deeper social media interaction, data gathering, and further engagement between the site and the user. How this will change is anybody's guess. But as technology improves, new products are introduced to the marketplace that continue to alter the way we consume information we want to keep this investment fresh. The tool should grow with changes in technologies. Essentially, we just don't want the site to be cutting edge for a year or two.
8. Do you want a "Hello Novi" logo of sort designed or will your creative partner handle this type of work (Page 9-Paragraph 1)?
Answer: Similar to the design of the site, the team will help decide what the "Hello Logo" will look like but Sozo/Pivotal would be instrumental in its branding design.
9. You mention you'd like your staff to be able to have content management capabilities by allowing them to apply "points of interest" (Page 10-Paragraph 4). Is this the only area you want your staff to have access to?
Answer: As the site is launched and we gather some usability feedback, there may be layout changes or content rearranged based on that feedback. These changes would be administered by the solution provider. The point person would be responsible for seeing these changes to completion. Ideally, we don't want too many hands playing in this or set unrealistic expectations where people in various City or School departments will actually have time to make changes to the pages or content areas that are pertinent to their department. There will be various people identifying the changes needed and communicating with the identified point person on a regular basis.
10. Are the images on pages 11 and 12 actual approved designs for the website?
Answer: They are not the official approved designs, simply mock ups for the RFP development. As referenced before, the final designs will be approved by a team made up of the chosen solution provider, Schools, and City. These are

simply wireframes showing how the site will layout. These are simple layouts to give an idea of where and how content will be displayed. A comprehensive graphics package will be provided to the solution provider.

- 11.** Is the chosen vendor responsible for providing any content to populate the website?
Answer: Outside suggesting the placement of materials, pictures, menus, etc. for the site nearly all the content, pictures, video, text will be provide by the Schools or the City. There may be opportunities to provide stock photos for certain pages, which could be provided by the chosen vendor.
- 12.** Are there any requirements to have music added to any part of the website?
Answer: As development progresses it may become apparent that music in certain places makes sense.
- 13.** During the mandatory meeting, there was discussion about the backgrounds on each web page being a Google map or other viable map option. Is each web page going to have the same map area or will the map be divided up between different areas of the city of NOVI?
Answer: At this point we do not know if different areas of Novi would presented separately of if the whole City would be visible at all times until certain locations are selected by the end user. We envision the map having the same drag and move capabilities as Google or Apple Maps does on a phone or tablet. If the site doesn't track the end user's location as being with in the mapped area, the site would start with the entire city of Novi. If you're within the city limits and viewing the site, you should be zoomed into your square 3-5 mile location.
- 14.** There was also discussion about the impact of economic development in the area. Say for example, a business wanted to re-locate to NOVI, or add a new facility within the city limits. The company also found a vacant parcel of land they were interested in developing. When the user selected the map to get a look at the land, a 3D animation of a facility would emerge and populate that area of land to give the user a glimpse of what the development might look like. This would come in the form of a generic looking factory, for example, but nicely done. We would show infrastructure changes including but not limited to roads being added leading to the parking lot off the main entrance, say 10 mile rd. for example. The intent would be for said company to have the opportunity for this service to be provided through the city of NOVI when industry is interested in developing in NOVI. This example would be pre-choreographed using a specific area of the Hello NOVI site with the sole intent of offering this service to interested parties. Would you be interested in a feature like this?
Answer: At this point such a suggestion/idea is not in our preliminary plan but made be something to consider in future phases.

Sue Morianti
Purchasing Manager

Notice dated: July 24, 2013



CITY OF NOVI
RFP ONLINE COMMUNITY ATTRACTION TOOL
ADDENDUM #2

INTENT: This addendum has been issued to modify and/or interpret the original specifications for the bid/RFP named above. Unless otherwise instructed, the information contained within this Addendum shall take precedence over anything contrary in the original specifications, and shall hereinafter be considered as part of the package.

RESPONSE: The Contractor shall verify receipt of this Addendum on the Bid/Fee Proposal Form.

CONTENTS: Included in this Addendum are three (3) pages of written addenda description.

QUESTIONS:

1. Does the city intend to have the website store and manage images and video or can these data types be stored in another content management system such as Flickr and/or YouTube and managed by the City?
Answer: The City has various accounts with YouTube and "flickr" that can be used to manage the various content that will be used in the new Hello Novi Site.
2. Does the website require routing such as providing directions to and from points of interest?
Answer: We have never discussed the need for a "routing" option similar to what Bing and Google provides but that may be something we consider in a future phase.
3. Language translation: Content only or required for videos and other social media streams?
Answer: At this point just text content throughout the site.
4. How many unique visitors visit the city and/or the school district web portal? Also, can you provide information on daily visitors and peak numbers?
Answer: Per Google Analytics 28,167 unique visitors have visited the site thus far in July 2013. For example on July 1, there were 2,056 Unique visitors and which was the peak, thus far in July 2013. The same information can be gleaned for the Schools site as well, 18,675 unique visitors thus far in July 2013.
5. Will the City be willing to provide a focus group for testing during the design phase of the project? Made up of City and Schools staff and a predefined set of citizens?

Answer: The City and School would be willing to organize and develop focus groups to evaluate the end product. The composition of the group would be of Staff personnel, and citizens.

6. Which browsers will need to be supported?

Answer: We would prefer all the major browsers: Explorer, Safari, Chrome, Firefox

7. How often will site development be required?

Answer: If the firm responsible for this question means revisions and maintenance of this the site we believe it would occur at a minimum weekly once it is launch.

8. How many points of interest will be available at launch? How will this data be delivered to partner?

Answer: The initial list has already been provided but in the first phase we believe circa 30. Depending on the format, we will provide that in the initial meetings with the solution provider.

9. What type of reporting features are required?

Answer: It has not been discussed. At this point we will most likely use Google Analytics to track usage.

10. Should we consider the sharing option at the page level as well as articles and information levels as well?

Answer: In the first phase of the project we have not identified a particular social media plan in conjunction with this attraction tool.

11. Is workflow required for content where an editor can review and approve content added by content creators before publishing?

Answer: No, at this point there will be an identified individual who will act as the "editor".

12. What other language translations are needed in multilingual functionality other than Hindi & Japanese?

Answer: In the first phase, none.

13. What is the targeted response time for the web pages?

Answer: If we are referring to any revisions to a particular page on the site, a reasonable response would be 3 days. However expectations can be established when a vendor is chosen.

14. Is there a deadline for this project for go live or, release of the beta version?

Answer: We have not established a deadline.

15. Is support for mobile/alternate devices required? If yes please elaborate on the requirement.

Answer: The site should be able to identify what device it is being viewed on scale accordingly to it.

16. www.cityofnovi.org already exists. Is integration needed with this site? If is being replaced, should data migration be added here for this?

Answer: Simply a link, same for the Schools site as well. This project is completely different than the City's main page. This is an attraction tool that will assist possible new residents locate in the City.

17. Are there any contractor/vendor insurance requirements?

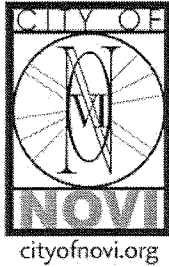
Answer: The chosen solution provider will be required to provide proof of worker's compensation insurance or provide a notarized Worker's Compensation Waiver Form (a City form)

18. Will this work be onsite at the city location or can this be delivered in a combination model?

Answer: Can be delivered from work conducted off site.

Sue Morianti
Purchasing Manager

Notice dated: July 26, 2013



CITY OF NOVI

RFP ONLINE COMMUNITY ATTRACTION TOOL

ADDENDUM #3

INTENT: This addendum has been issued to modify and/or interpret the original specifications for the bid/RFP named above. Unless otherwise instructed, the information contained within this Addendum shall take precedence over anything contrary in the original specifications, and shall hereinafter be considered as part of the package.

RESPONSE: The Contractor shall verify receipt of this Addendum on the Bid/Fee Proposal Form.

CONTENTS: Included in this Addendum are three (3) pages of written addenda description.

CLARIFICATIONS:

THE DUE DATE FOR RESPONSES HAS BEEN EXTENDED TO FRIDAY, AUGUST 2, 2013 by 3:00 P.M.

QUESTIONS:

1. On page 5 of 17, under "**PROPOSAL EVALUATION CRITERIA**" point number 3. States that "Project Team (Development Team –Biography, office location) ". Do you want the vendor to provide resume of the development team member or just the skill sets/ experience level? What details the City is looking for in the biography?
Answer: Resumes of the development team will be sufficient. We are looking for a history of accomplishments for similar scaled projects.
2. On page 5 of 17, under "**PROPOSAL EVALUATION CRITERIA**" point number 5. States that "Maintenance of final product – considerations and plans for future maintenance of developed software ". What kind of support & maintenance is the City looking for? Please elaborate? For ex: email, phone, in person support?
Answer: We are looking to engage the chosen solution provider further to assist in maintaining the site moving forward, adding material, changing information, keeping it fresh and current.
3. On page 10 of 17, under "**THE HELLO NOVI BRAND**" States that "How Hello Novi looks will be determined in the development of the brand identity. Using this theme as the guideline for that creative design and direction, SOZO / PIVOTAL will create imagery and design elements based on a set of key characteristics that should be visible in every form of communication. " Does this mean that the design for the "Hello Novi" website will be developed & provided by SOZO / PIVOTAL? Please clarify? Who is responsible to get the designs to the vendor?

Answer: The solution provider will provided the overall framework, the base platform design of the site. Sozo/Pivotal will work in conjunction with the Schools, City and the chosen solution provider to develop the branding; overall look and feel of the site.

4. Are there any CMS currently being utilized? If so, Please specify? Is there a desire for a CMS to be developed along with the new website?

Answer: We believe that there will be a point person who would be responsible for receiving the necessary changes for the site moving forward. At this time a CMS would not be the avenue we'd like to proceed with.

5. Does City have any preference on the technology for the development of the website?

Answer: No, not necessarily. Security and compatibility are what we are mainly concerned with, with respect to technology used.

6. Where is the current website hosted?

Answer: The City's & Schools current sites are hosted off site with contracted vendors.

7. Who is maintaining the existing website?

Answer: City- Municipal Web Services. School - Foxbright

8. What is the expected number of users to access the City's site daily/weekly/monthly?

Answer: At this time we cannot put firm numbers down for usage. See other responses regarding current use of City and School usage.

9. Please specify the mobile devices Hello Novi needs to be compatible with.

Answer: Android, Apple, Windows, Blackberry OS based phones and tablets.

10. Are you looking for a Mobile compatible webpage or is the desire a separate Mobile App?

Answer: Mobile Compatible webpage.

11. Will separate development, staging and production environments be used for the development of the site and who will provide these servers?

Answer: The selected provider would be hosting/providing those servers.

12. Will the vendor have remote access to the development and/or staging environments?

Answer: Yes, as the provider will be hosting those environments.

13. What is the desired duration of the project?

Answer: We have no established timelines at this point. Once a solution provider is chosen we would work with conjunction with them to establish a suitable time table for all parties.

14. What if any, are the tracking tools currently being utilized (e.g. Google Analytics, Omniture etc.)? And /or is there a of preference tools going forward ?

Answer: Google Analytics

15. Does City utilize any legacy system for internal department which need to be incorporated into this solution? (e.g. MS Access).

Answer: No

16. Will there be a need to migrate any data from the current site to the new site?

Answer: No

17. What database does the current site utilize? Do you want to utilize the same?

Answer: As this is a completely separate site to what the School and City currently have we will not be using any databases or systems that are currently in place for the two sites.

Sue Morianti
Purchasing Manager

Notice dated: July 26, 2013