Website Update Proposal to
Rapid City Historic Preservation Commission

October 18, 2017
Overview

For the past four years, the Rapid City Historic Preservation Commission has used PictureRCPast.com and QR code technology to bring the photographic history of the downtown historic district to life.

To remain secure and relevant, the software running the site should be upgraded. The site is built on Joomla!, an open-source content management system that also runs the official City of Rapid City website at rcgov.org. The software allows for easy content updates by the client and future expandability. PictureRCPast.com is running on version 2.5 of the software. The current version is 3.8, and provides substantial technical advantages.

This proposal includes an upgrade to the latest software version and training for content updates. We’ve provided two options: one that includes a more substantial messaging and design update, and one that’s a simple software upgrade with no interface changes.

Project Scope

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- **Discovery.** We’ll arrange a project kick-off call to review the project goals and to confirm the timeline, including a software training schedule.

- **Design and Organization.** If the commission chooses the proposal that includes an interface update, our team will provide a visually pleasing and easy-to-navigate design. The user interface is critical to getting site visitors the information they need and to prevent them becoming frustrated along the way.

- **Content.** We’ll work closely with the commission to train appropriate personnel on the transfer, editing, and input of any content on the website. We’ll work to create a site map that outlines the website structure, build pages based on that, and train your staff on how to properly input and format content.

- **Functionality.** The site will maintain its existing QR code functionality.

- **Ease-of-Use.** As an entity that may require multiple administrators accessing the site, it’s critical that the CMS, setup and organization of the site is intuitive and straightforward. Joomla! is the perfect software for this, and our training will allow for a thorough review of its capabilities.
Security. At tdg, we take security of our websites very seriously. The last thing clients want is a website that doesn't work or is prone to malicious intrusion. The site will be built with the latest software, and will include SSL technology and basic DDOS protection from CloudFlare.

Budget. We have outlined two budget options: a basic software upgrade at a cost of $2,820, or a more complete redevelopment at a cost of $3,750 that includes a completely new interface design, content reorganization, and recommendations for messaging strategy.

Hosting and Maintenance. This scope of work includes hosting and a maintenance retainer that covers security updates, any applicable software license fees, automatic site backups, and regular security patches as-needed for one year following the launch date of the site.

Timeline. We anticipate starting work on or around October 30, 2017, with work to be completed no later than December 11, 2017.
Our Process

**tdg** will work closely with key personnel throughout the entire website development process. Our first step: a kick-off call to review the project, your objectives, the scope of work, and any new image assets and additional content.

If the commission chooses the budget that includes a design update, our development team will move on to create a static interface mockup, or a design proof, with key elements like color, textures, and imagery with initial placeholder content. This is essentially a snapshot of what the new interface will look like.

Once the design mockup is approved, the actual heavy lifting begins. **tdg** will build out the site structure and content in a development sandbox. Once ready, this sandbox can be viewed by the commission. Once the site is ready to accept content, we’ll schedule training sessions on the migration and input of content. Finally, you’ll be able to review and make necessary changes before the new website is actually posted live to the public.

Content

Content and image inventory, organization, review and changes will be a crucial step in the transition of this upgraded website. **tdg** will work with key staff members to identify what content will be ported over to the new site and what kinds of new content will need to be created.

We’ve budgeted two hours of training and support time to make sure the commission has the necessary tools and knowledge to update their site once live.

Responsive

Responsive design technology is like tailoring for websites. With the huge expansion in the use of mobile devices, surfing the web is no longer a one-size-fits-all experience. From desktops and laptops to smart phones and tablets, screen size differs among each individual that lands on your site.

Enter responsive web design. This technology allows **tdg** to provide a technical answer to the myriad of devices in the market today. The software on the site automatically
recognizes the type and screen size of the user’s device and dynamically resizes the site accordingly to provide the best viewing experience for the visitor.

Website Design & Development

Website Design Experience

tdg has an impressive web portfolio spanning municipalities, hospitality and tourism businesses, professional services, and non-profit organizations. We use a content management system that allows clients to update and manage their own website content without the purchase of expensive software. It allows our web team to employ a variety of open-source components and widgets at little to no hard costs.

Using Joomla!, we have created more than 200 websites. But what really sets our web development apart from the rest? We’re the masters of organization. Our websites also stand out when it comes to search engine optimization. The content we use is written and edited by our best writers, ensuring that your website makes the cut on search engines.

Why Use an Open-Source CMS?

Most web developers use content management systems to allow their clients to update content. But many developers use closed, proprietary software systems. If you decide that you no longer want to work with that developer – or if their company disappears tomorrow – your entire site can be held hostage.

Joomla! is an open-source CMS which allows tdg to keep development costs down. There are more than 200,000 developers around the world who work with the technology. A website built on the Joomla! CMS can easily be moved, edited and upgraded by almost anyone.

Content Management System (CMS)

The updated PictureRCPast.com site will use the latest version of the Joomla! content management system, which allows users to securely log into their permission-based website accounts to easily add, edit and manage the content of the website. All content is controlled by an approval process. A powerful what-you-see-is-what-you-get (WYSIWYG) content editor is included that allows for pasting from Microsoft Office. It also allows you to upload, re-size and insert images while working inside the content article. Other features include spell check and easy upload and insertion of PDF, audio, video and other files. The Joomla! CMS will allow
the commission to make quick and easy updates from any computer with a web browser and an internet connection.

**Expansion**

Joomla CMS has a built in API and plugin/extension system that allows for expanding and extending the functionality of the website. This includes access to thousands of third-party extensions as well as the ability to create custom applications to run and integrate into the Joomla framework.

**Security**

We use a layered system of security. The Joomla! CMS has a permission-based access control layer (ACL). All users of the website will have password-protected user accounts with different levels of permissions (ie: author vs. publisher vs. administrator). We will encrypt logins and administration access via an SSL certificate. We have a software firewall running at the CMS level that detects and blocks script injection, remote file inclusion and flooding attacks. At the server level we have a Cisco hardware firewall that monitors all incoming and outgoing traffic. Joomla! CMS is updated every 6 to 10 weeks to keep security of the CMS ahead of hackers.

**Training & Support**

Training will be handled via conference calls or web conferences. We also use remote desktop online software to be able to quickly access, debug and fix problems your users may have. Fast and friendly personal support is always available 8am - 5pm (Mountain Time) via phone, email, or instant message.

**Hosting**

tdg currently hosts its client websites on a dedicated server in a data center run by Rackspace, regarded as one of the most reliable hosting service providers in the United States. With Rackspace each hosting account is created specifically for the needs of our client.

**Analytics & Measurement**

tdg will install Google Analytics to measure website traffic and statistics.
BUDGETS

Following is the proposed pricing budget for this project as outlined above.

<table>
<thead>
<tr>
<th>Option One: Software Upgrade Only</th>
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<tbody>
<tr>
<td>Website Design and Development</td>
<td>$2,820</td>
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<tr>
<th>Option Two: Upgrade &amp; Design Update</th>
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<tbody>
<tr>
<td>Website Design and Development</td>
<td>$3,750</td>
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A note about training: both budget options include training on the Joomla! CMS so that the commission can make content updates to the site. Since the site is already running an older version of Joomla!, training can begin immediately, before the new site is finished.

Ongoing Costs

| Maintenance & Hosting Retainer: Includes unlimited security updates, any applicable software license fees, hosting with a 99.9% uptime guarantee, automatic site backups, and regular security patches as-needed. Major version upgrades (which happen every 24-36 months) are not included. | $660/yr |

Contract Terms

tdg will bill for 1/2 of the total cost at contract signing. Upon site launch, tdg will bill the final 1/2. The prices and recommendations in this proposal are valid for 60 days as of October 18, 2017.

Timeline

The following timeline is based on similar projects that tdg has completed in the past. All dates and timelines assume materials and content are provided by the client in a timely manner. As such, these dates are subject to change and meant to provide the client with an estimated workflow.

A. Contract Signing/First Payment Due
B. Work Begins
C. Discovery
D. Initial Static Design
E. Page Build & Content Porting
F. Usability Testing
G. Client Approval & Changes
H. Final Launch/Final Payment

Oct 30
Oct 30
Oct 30
Oct 30
Nov 13
Nov 30
Dec 5
Dec 11
ABOUT US

tdg is a digital marketing agency that specializes in the travel and hospitality, healthcare, and outdoor recreation industries. We were born in 1994 in Rapid City, but moved to the old mining community of Deadwood in 2001.

It turns out that historic buildings, mountains, and pine forests really agree with us. Our building dates back to 1880, and has housed eclectic tenants over the years: a dentist office, a hotel, an antiques store, a grocery store, apartments, a casino, brothel and an Odd Fellows hall (and yes, we’ve heard all the jokes). Ours was the first building in the Deadwood National Historic Landmark District to install a rooftop solar electric array.

At tgd, we do all the things a good agency is supposed to do – thoughtful strategy, well-negotiated media buys, killer creative, great video, superb print and cutting-edge web. tgd has been working with non-profits, professional organizations and economic development groups for more than two decades.

AT A GLANCE:

Legal Name: TDG Communications, Inc.
Address: 93 Sherman Street
          Deadwood, SD 57732
          phone: 605.722.7111
          fax: 605.722.7112
          www.tdg.agency
Year Founded: 1994
Ownership: Partnership
           Dustin D. Floyd
           Monte Amende
Team Members: 8
Contact: Chad Blair
          Director of Accounts
          chad@tdg.agency
          mobile: 605.920.1414

The TDG Digs: Our home in downtown Deadwood is a bright orange Tudor-style building, built in 1880. It was once a dentist office, Oddfellows Hall and “hotel,” often a 19th-century euphemism for another type of business. Is this a creative place to work? You bet.
Brief Web Portfolio

- Keystone Chamber – [www.keystonechamber.com](http://www.keystonechamber.com)
  Keystone, South Dakota

- City of Rochelle – [www.cityofrochelle.net](http://www.cityofrochelle.net)
  Rochelle, Illinois

- Nexus Direct – [www.nexusdirect.com](http://www.nexusdirect.com)
  Norfolk, Virginia

- Gardiner Chamber - [www.visitgardinermt.com](http://www.visitgardinermt.com)
  Gardiner, Montana

- Prairie Lakes Healthcare System – [www.prairielakes.com](http://www.prairielakes.com)
  Watertown, South Dakota

- Blackhawk Waterways CVB – [www.visitnorthwestillinois.com](http://www.visitnorthwestillinois.com)
  Polo, Illinois

- City of Rapid City – [www.rcgov.org](http://www.rcgov.org)
  Rapid City, South Dakota
Key Team Members

DUSTIN FLOYD – agency director / principal
He penned travel books for some of the nation’s biggest publishers before his 25th birthday. He co-owns one of the best-rated bed-and-breakfasts in the Dakotas. And then there’s that whole Oxford University-educated thing. This expertise has given Dustin unique insight into marketing the travel and hospitality industries, which he’s been doing for the past 13 years as tdg’s managing partner.

MONTE AMENDE – creative director / principal
Monte is much more than a visual artist, although he’s a great visual artist. He’s also a musician, songwriter, composer, playwright, actor, director and web developer. He’s recorded three CDs and written four plays. He built his first website in 1996. Monte designed the Center of the Nation monument in Belle Fourche, a 27 foot diameter marker made from rose quartz. As creative director, he makes sure tdg’s developers and designers continue to create fresh, compelling marketing materials for our clients.

CHAD BLAIR – director of accounts
A tdg veteran and lifelong Deadwood resident, Chad has been with tdg since 2005. After learning the ropes of advertising, from video production to public relations, Chad moved on to managing integrated marketing campaigns for some of tdg’s largest long-term clients. He holds a Bachelor’s in Business Administration, Emphasis in Marketing from Black Hills State University. When not in the office, Chad is an avid skier and runner and enjoys spending time with his family and young children.

JACK HUGHES – lead web developer
Aptly named, Jack is a jack of all trades. He wrote, produced, performed and promoted indy music in Minneapolis and Chicago. He later launched his own recycling consulting firm in the Chicago area. Along the way, Jack discovered that he had a natural talent for digital media and online design. After running his own media shop for eight years in Illinois, he moved to the Black Hills and joined tdg in 2008. When he’s not designing websites at tdg, Jack can be found at the Matthews Opera House as a community theater actor and house sound engineer.
References

BLACKHAWK WATERWAYS CVB
For eight years, tdg has provided strategic planning, creative development, website development, online media placement, outside sales and social media consulting.

Diane Bausman – Executive Director
800-678-2108 • dbausman@bwcvb.com
www.visitnorthwestillinois.com

PRAIRIE LAKES HEALTHCARE SYSTEM
For four years, tdg has provided website development, statewide media placement, creative development, strategic planning, SEM and SEO reporting.

Jennifer (Devine) Bender – Marketing/PR Specialist
605-882-6860 • jennifer.devine@prairielakes.com
www.prairielakes.com

QUARQ/SRAM
For two years, tdg has provided creative development, website coding, online media placement and content writing.

Barbara Zwetzig – Supply Chain & Logistics Manager
605-578-6228 • bwetzlig@sram.com
www.quarq.com