ED Suite

Marketing & Website Proposal

For Beaumont Economic Development

BEAUMONT
— CALIFORNIA —

Prepared By Joel Soape
President, EDSuite

Updated
April 13, 2022

ED Suite

About EDSuite

Industry Leaders. National Experience. Awarded & Recognized.

Founded in 2005, EDSuite exclusively serves the digital, web, and marketing needs of economic development organizations nationwide. In 2017 EDSuite became a part of **Encore Multimedia, a 25 year full service marketing agency**. Together, with a combined team of dedicated people and partners, we bring a new level of expertise and quality to the table with every aspect of our expanded services.

17
Years Serving EDO's

12
US States Covered

20
IEDC Awarded Websites

200+
EDO Websites Launched

Public Sector Project Experience

As would be expected from a company that has been serving the economic development industry and the public sector exclusively for over 15 years, we are no strangers to all the variables and requirements that come with that. EDSuite carries full liability insurance coverage that meets the traditional requirements of a city government. We have a full SLA available for our hosting and support terms and our billing policies are designed to work flexibly with the needs of your city's financial department.

We have no past or present litigation against us or our parent company, and we have a clean and excellent record of customer service that drives our reputation as a quality first company when it comes to our contracts and services.

"Business goes where it's wanted, and stays where it's well cared for."

**Dean Waskowiak, Founder of Encore Multimedia**

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The EDSuite Team

Behind your website project, from start to finish, is a dedicated team of professionals who understand your industry and your needs as an economic development organization.

Joel Soape, President

Project Success & Strategy

With over 10 years working directly with economic development, Joel has gained a very clear grasp on how to integrate the needs of a unique industry with the digital marketing world through working closely with clients and industry professionals across the board. He is a graduate of LeTourneau University in Longview, Texas with a Bachelor's degree in Christian Ministry.
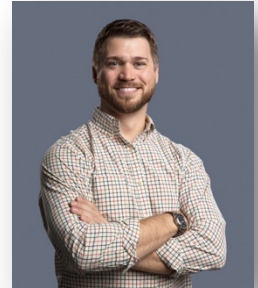
Jun Kim, Vice President

Digital & Brand Strategy

Junkyeong (Jun) Kim's deep experience and extensive marketing, web, and design skill sets serve EDSuite's traditional and digital media clients. Jun project manages website development and works to increase natural SEO density for client sites. Previously, Jun was Director of Marketing for Robroy Industries – Conduit Division and Glenmount Global Solutions. He also has extensive experience as a marketing consultant, freelance designer, and illustrator. Jun completed a dual major in college and holds a B.S. in Marketing and Business Administration.

Ryan Jacobs

Project Manager/Client Success

From initial website mapping to a website's launch, Ryan oversees the project process, working with EDSuite's programmers, designers, and writers to achieve a successful completion. Prior to joining EDSuite, Ryan worked as an account manager an office products company where he handled client accounts and sales. He has a broad range of experience in developing marketing strategies, budgeting, and staff recruitment. Ryan is a graduate of LeTourneau University and holds a bachelor's degree in business administration with a minor in marketing.

Taylor Cammack

Web Development

Taylor Cammack is a web developer who brings a focus on front-end technology and design to EDSuite's web team. For nearly a decade, he has expertly created web solutions for a variety of organizations ranging from non-profits, government agencies, and businesses. Graduating from the University of Texas at Arlington with degrees in journalism and communications technology, he is constantly learning and always evolving his approach to creating experiences through the web.

Nic Trent

Senior Graphic Designer

As EDSuite and Encore Multimedia's lead graphic designer, Nic has put his mark on a rich portfolio of award-winning work (web design, print, outdoor, branding), including EDSuite's newly designed website. The strength of his design earns ongoing accolades, but more importantly, it positively impacts the goals of EDSuite's wide variety of clients. Nic brings more than 9 years of design experience with him and he is one of 3 designers on our team here at EDSuite.

Amanda Lewis

Content Creation

Amanda is committed to the strategic development and creation of focused marketing and advertising content that communicates, engages and motivates. Her wealth of experience and writing versatility allows her to adapt her talents to the unique needs of each project and expertly speak to targeted internal and external audiences and stakeholders. Prior to joining EDSuite, Amanda worked as an independent creative writer, and freelance seamstress and fashion designer. She also spent several years as a bookkeeper, managing AR, AP and payroll. Amanda earned a B.A. Degree in Art History from the University of Houston.

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Our Team Structure

EDsuite Team Structure

Executive Team

Dean Waskowiak, CEO
Joel Soape, President
Jun Kim, Vice President

Design

Nic Trent, Design
Kimberlin Boyd, Design

Additional

Dave Stanton, Videography
Kristen McLemore, Accounting

Development

Taylor Cammack, Web Developer
Samrach Chheng, Web Developer

Photography

Korina Duke, Photographer
Casey Benson, Photographer

Clients & Projects

Ryan Jacobs, PM & Client Success
Jackie Martin, PM
Kaycee Watson, PM

Content

Sue Stanton, Creative Director
Amanda Lewis, Content
Jennifer Jester, Digital Marketing

Our EDSuite team is made up of a full staff of 19 professionals all working from our home offices here in Texas. The EDSuite team is capable of covering every aspect of our marketing services and your ongoing support needs. You can view our entire team at EDSuite.com/about/our-team

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A Little Bit of Our Work

Fort Bend County | Texas

Client Since: 2021

Fort Bend County Economic Development was a fantastic follow up project to working with Sugar Land, Texas. The county's tagline "Greater Houston's Finest Address" is truly substantiated in what is going on in Fort Bend County, but the previous web presence did not communicate half of what it should have to give you a sense of that. With fresh video, photography, a new brand and incredible design, this new site does. Stack on a premier set of LocalIntel data tools and you have a site that is both data rich and communicates a clear story.

Unique Features & Tools:

Custom website, Universal internal pages, EDmajoremployers, EDincentives, EDprofiles, EDnews, Localintel Data Tools, frsch photography, and a complete content overhaul.

View Website: FortBendCounty.com

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Sugar Land ED | Sugar Land, Texas
Client Since: 2020

Sugar Land Economic Development was well overdue for a marketing overhaul on their website and now was the perfect time with the recent launch of their new city brand. They went from a massive, extremely difficult to navigate site, that was clunky and difficult to edit to this beautiful window into their community. Stunning photography, fresh data, and a consistent theme that connects the completely rewritten content together tells the story of opportunity and partnership in a diverse and growing community.

Unique Features & Tools:

Custom website, Universal internal pages, EDmajoremployers, EDincentives, EDprofiles, EDnews, complete content overhaul.

View Website: Sugarlandecodev.com

Brenham ED | Brenham, Texas
Client Since: 2019

The stunning new **2020 IEDC Gold Awarded** BrenhamED.com launched at the beginning of 2020 with a fresh vision for the future of economic development in the city. Brenham's location and advantages in middle of the Texas Triangle puts them in a unique position to connect companies with the largest markets in Texas without the high costs. We designed their site and helped clarify their messaging to bring this story to life alongside some excellent photography of this beautiful and growing city.

Unique Features & Tools:

Custom website, Universal internal pages, EDmajoremployers, EDincentives, EDprofiles, EDnews, EDdocuments, EDCgendas, EDproperties, complete content overhaul.

View Website: BrenhamED.com

Cleveland ED | Cleveland, Ohio

Client Since: 2019

Cleveland has a lot to talk about and a lot to be proud of. This new site seeks to showcase the best of what is happening across the city and the unity and diversity they are working to achieve together. The integrated data visualization tools coupled with a full content creation strategy truly tells the Cleveland story in a new and vibrant way.

Unique Features & Tools:

Custom homepage, Universal internal pages, EDprofiles, EDnews, EDdocuments, EDmajoremployers, Localintel Integrations.

View Website: MakeItInCleveland.org
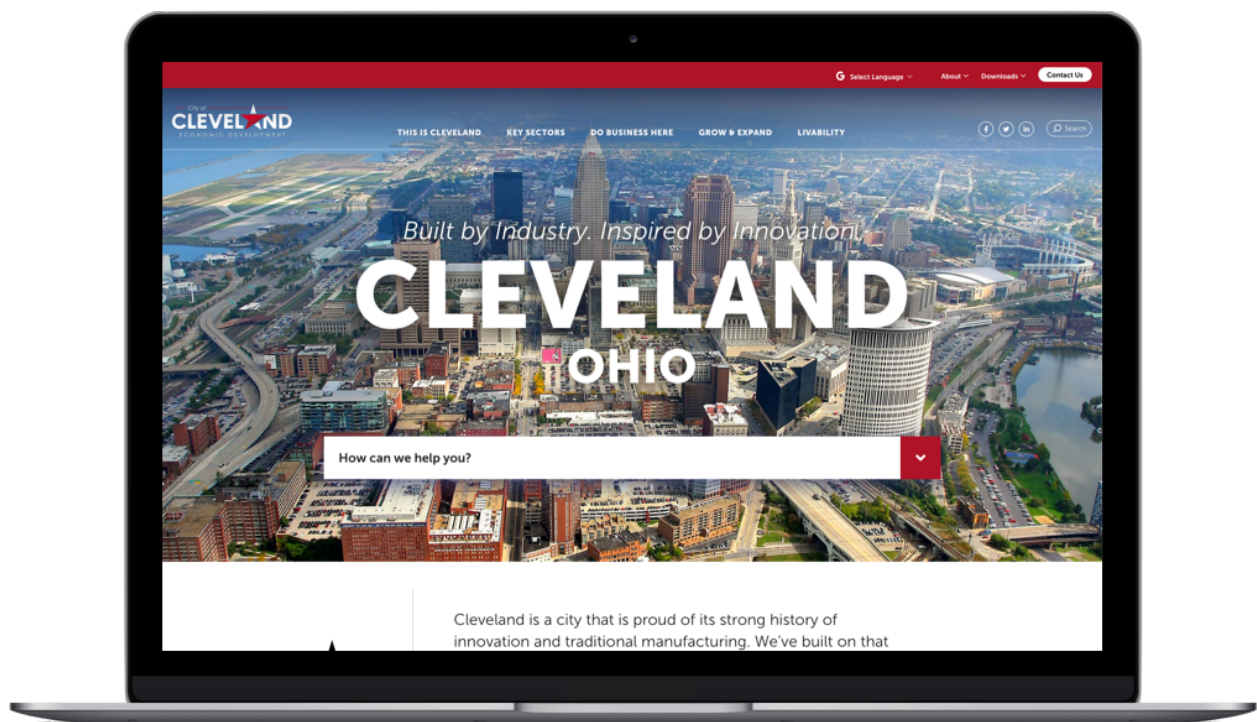
# Team EDC | Texas State-Wide Membership Organization

Client Since: 2009

Our work with the Texas Economic Development Council, stretches back nearly 10 years. In 2020, we helped TEDC completely rebuild their site with a fresh, bright, modern look to replace the 5 year old site they had before. We integrated their member management software with the site, and created an event system for them that was both user friendly and easy to manage. The reorganized site with a streamlined user experience makes finding the content and resources TEDC provides to their membership easier and more efficient.

Unique Features & Tools:
Custom website, EDtools, integration of MemberSuite management software, Major content overhaul and site map modifications.

View Website: TexasEDC.org
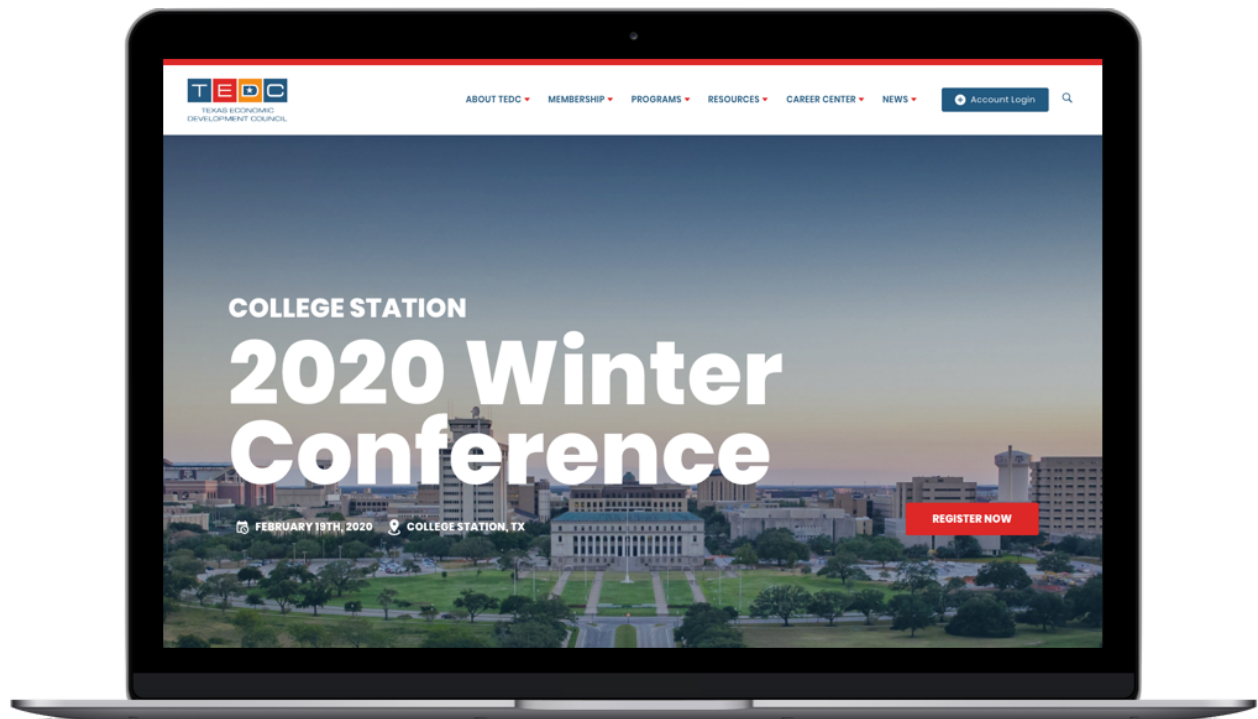
You can also view our Project Portfolio at EDSuite.com/work

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Upcoming Projects to Watch

Our passion is to help our clients constantly improve, and partner with new ones to help them achieve the goals and online presence they need to tell their story. Here are a few projects, for both new and existing clients, that we are excited about! While we can't show you what we are doing for them quite yet, we can tell you each one will be unique, creative, industry focused, and worth watching for.

References

Sugar Land EDC

Sugar Land, Texas | Sugarlandecodev.com
Devon Rodriguez- 281-275-2322, dmrodriguez@sugarlandtx.gov
Most recent site launch: 2020

Brenham EDC

Brenham, Texas | Brenhamed.com
Susan Cates- 979-337-7231, scates@cityofbrenham.org
Most recent site launch: 2020

Wylie EDC

Wylie, Texas | WylieEDC.com
Jason Greiner- 972-442-7901, jason@wylieedc.com
Most recent site launch: Creating A Brand New Site Now

Brazos Valley EDC

Bryan, Texas | Brazosvalleyedc.org
Steve Fullhart- 979-260-1755, sfullhart@brazosvalleyedc.org
Most recent site launch: Creating A Brand New Site Now

Texas EDC

Austin, Texas | TexasEDC.org
Amy Swank- amy@texasedc.org
Most recent site launch: 2020

EDSuite respects its clients privacy and does not release a full list of projects and clients to the public. If further information on our client list is desired, please feel free to ask!

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Project Phases

Your project will be broken up into 4 specific phases as follows. While dates and timelines are subject to change, EDSuite is committed to helping you complete your project in an expedited and timely way. If additional marketing services are added, these may impact the timelines shown below.

Phase 1

Discovery

2 Weeks- Key Milestones & Deliverables

- Discovery meeting
- Define key audience, assist in new brand conversations
- Understand/Develop Beaumont's pitch, advantages, & story
- Create site map

Phase 2

Design

6 Weeks- Key Milestones & Deliverables

- Develop, present, and gain approval for website design, including homepage, active elements, specific features, and internal pages
- Consult on photograph
- Begin content writing

Phase 3

Development

6 Weeks- Key Milestones & Deliverables

- Code approved design
- Implementation of EDSuite tools
- Complete content writing for input

Phase 4

Content & Launch

4 Weeks- Key Milestones & Deliverables

- Input content into beta site
- Test & optimize new site for launch
- Launch website

Total Estimated Time: 18 Weeks

This timeline is our map through the project. Projected completion times are heavily dependent on client responsiveness and timeliness on feedback and responsibilities.

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The Website

Our sites come standard with these included features:

- Responsive Design for mobile optimization
- Unlimited pages
- Scheduled posting
- Custom webforms
- Social media integrations
- Video embed support
- Google translate
- Google Analytics
- Page-by-page version control & previewing
- Multi-level user access and role management
- Full HTML or simple editing options
- Advanced media library management
- Embed and iFrame compatible pages
- Optimized for technical SEO
- Compatible with property and intelligence tools such as Localintel, GIS Webtech or GIS Planning.
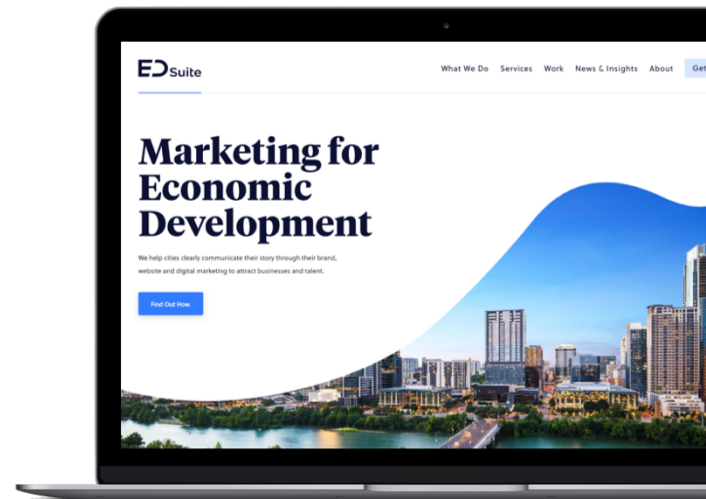
Custom Designed Homepage

We build your homepage to tell the unique story of your city from top to bottom. The home page of the site will be uniquely designed around the information and content you want to feature. This will take shape after your design meeting that kicks off the project.

Universal Internal Pages

These pages within the site will have a set of options that will allow for each page to be built around the content it contains in a consistent way, but without having to custom design each page. The options designed will include: quick links, video, large and small image, tables, pull quote, image + text combo, accordions, featured statistics, PDF download buttons and any other design specific elements created for your site.

Calls To Action

With the goal of converting visits to contacts, we will design in some well-placed calls to action throughout the site. These may range from signing up for an email list to invitations to connect with Beaumont and request further information on next steps to doing business in the region Beaumont serves.

EDSuite Tools

EDSuite tools make your job as an economic developer easier than ever. Here are the ones we recommend for your site specifically:

- **Major Employers**
- **Jobs**
- **Incentives**
- **Profiles**
- **News**

You can find all of our tools and link to examples on live client sites from our website. Let us know if you see any other tools you would be interested in: _EDSuite.com/tools_

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Properties Tool

EDSuite's Properties Tool is the perfect solution for communities who want to be able to list their properties in an organized and detailed way, but want to keep it simple and straight forward. This tool has all of the features that will allow you to easily list your buildings and sites in an attractive format, and for a visitor to filter and search these listings with ease. This tool is entirely manually managed as far as upkeep and ongoing listings.

Features:
- Manually managed listings controlled from the site's CMS
- Filterable listings
- Photo galleries for each property
- Direct share links
- Contact form to reach out to connected realtor or the ED

Active Site Example: SanPatricioEDC.com

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CMS Features

Custom CMS

EDSuite websites run on a highly customized configuration of the Statamic CMS. Statamic provides an incredibly simple and secure content management system built on modern programming principles and frameworks including the Laravel PHP Framework. Want to learn a little more about it? Check out Statamic.com. Your CMS gives you easy access to edit all your pages, homepage featured content, and your EDSuite tools content in a snap.

Google Analytics

EDSuite's websites utilize Google Analytics for easy monitoring of your traffic and activity. Full graphic charts and tables make it easy to see your trends and impact points on your site have been, and our client success team helps you understand and adjust your strategy over time based on the traffic patterns and feedback you get over time.

Metadata & Open Graph Control

For each piece of content and each page on your site, you have full control of your meta-titles, tags, and open graph images. These abilities will drastically improve your SEO and content sharing experience.

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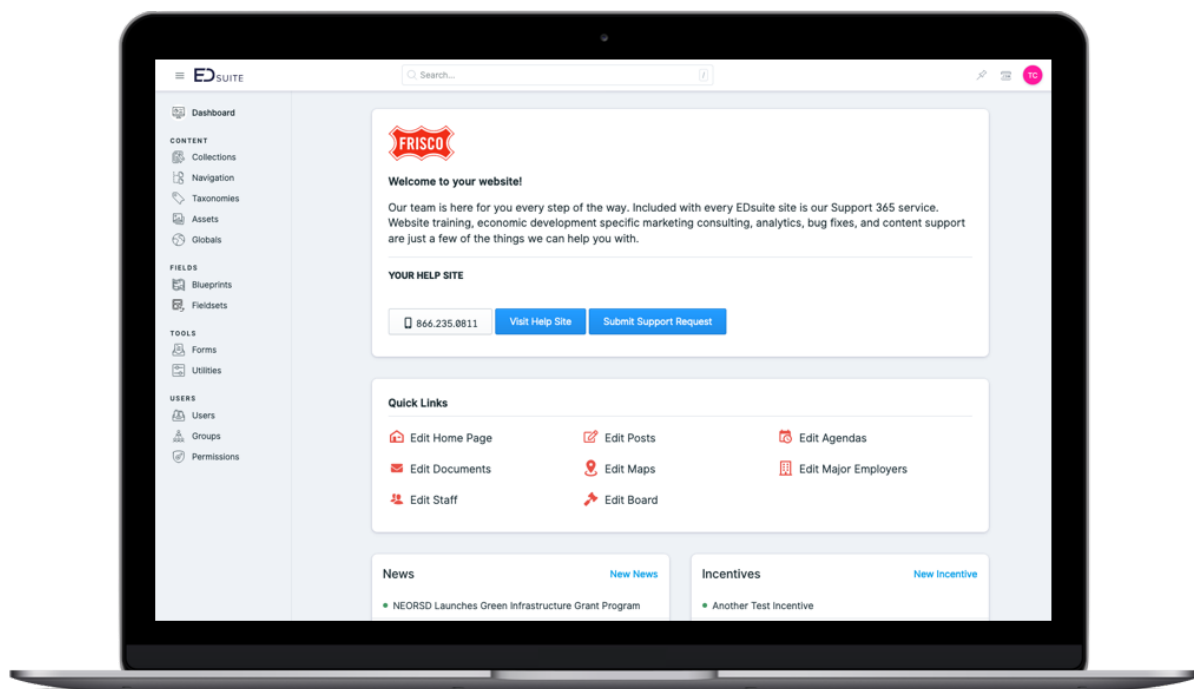
Content Strategy

Define Your Audience

One of the things that we have learned is that it is rare for organizations in economic development to nail down exactly who they want to talk to. So they end up making everything work for a very vague "site selector" audience or just the general interested company. We want to help you talk through who Beaumont is after and why and as close as possible outline that audience on paper in order to at least have a target for our messaging and story moving forward.

Create Key Messaging & Story Points

Once you know who you are talking to, the next step is to develop an elevator pitch, a set of advantages, and from there define a foundation for your story to be built around that will speak to those people.

Write Website Content

Building off the foundation of a defined audience and knowing what advantages will set you apart, the next step is to write your site content. We want to make sure that your new site fully tells the story of Beaumont and what you can offer to companies locating in your community.

Option 1- Your Staff Writes

Your team will be responsible for providing workable, final form content for us to input into the website once it is developed. This can be a big task, and while it saves you money if you keep it in-house it can also greatly delay a project's completion if you cannot devote the time needed to knock it out.

Option 2- EDSuite Writes

Your team will still have a large part in gathering the data and details, but the time quoted below will allow us to put research time in on some of the topics and create readable pages out of the raw information you send our way.

Final Content Setup

Your content setup will be managed by your project manager, who will be responsible for every aspect of the content placement and launch process. Your PM will also spend time with the Beaumont staff to help them understand and best arrange the content on the site both before the design and at the point of initial setup of the site for launch. This will not take place until the site is completely programmed.

Photography

We love designing unique sites, but creating the perfect site to tell your story is very difficult without photography to support the design. However, we understand the cost can be more than you may want to bring our team in to handle photography. We want to help you keep this cost under control, so here is what we are recommending:

Photography Consulting

EDSuite offers a consulting option that would be conducted with your ED's chosen photographer and any of your staff that want to participate.

The training given will be focused on:
- How to properly shoot for web
- Photography for economic development
- Creating a complete shot list for your site

EDSuite Support 365

Once your website is live the work really begins. You have full capabilities and access to maintain your website but our client relations team is here to help any time. Whether it's a simple question or full staff training, we're ready to serve you.

You aren't just getting a little tech support with our team, you are getting a partnership with knowledgeable professionals that want to help you and your city succeed in any way they can.

Here are some of the things included in our Support 365:

- Access to EDSuite's experience with and knowledge of the economic development industry for your website and marketing related questions
- Quarterly security updates on the site's programming
- Resolution and repair of any errors, compatibility issues, bugs, or hacks that come up on the site during regular use
- Support for EDO staff with content placement and editing when needed
- Training time whenever needed for future hires or refresher courses with existing staff
- Online help center for basic operation steps related to your site and tools

Hosting

Through our partnership with Rackspace and Liquid Web, EDSuite provides a dedicated private cloud-based hosting environment. Together, we're able to offer a hosting package that will suit your needs.

- Daily full backup will be retained for 30 days and a monthly backup will be retained for 12 months
- 24/7 Premier server security & network monitoring
- Unlimited site storage space
- Unlimited Bandwidth

Support 365 is included with all of our website projects, and it ensures that our team can help you keep your investment going strong for years to come after launch.

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General Terms of Contract

Accounts and Agreements: Client has requested EDSuite to perform web design, development and management services. Client agrees that the terms and conditions contained in this Agreement shall govern this account and all activities undertaken by EDSuite to provide such services to Client.

Authority: Client represents and warrants to EDSuite that all necessary corporate or other action required to authorize the Client to enter into this Agreement has been taken; that the designated representative has full authority to execute this Agreement on behalf of Client; and that the execution and performance of this Agreement does not contravene the Client's articles of incorporation, by-laws, or other organizational documents, or any agreement to which the Client is a party or by which it is bound.

Suspension of Service: EDSuite reserves the right to suspend provided services due to non-payment of charges due. Invoices for service are due within 30 days of being issued. EDSuite emails all invoices direct to Client. Accounts still remaining past due after three (3) months from invoice due date will be suspended until the account is fully paid. Client is responsible for updating EDSuite if billing address or contact email is changed.

Review of Account Statements: EDSuite will email or otherwise make account statements available to Client on request. If Client requests that EDSuite hold its mail, Client agrees that EDSuite will be deemed to have made Client's statements and items available to Client when the statement is issued. Client must promptly review statements and any accompanying items and notify EDSuite promptly in writing of any dispute or difference of account for any reason. Client must report any such irregularity promptly, and in no event later than sixty (60) days after Client's statement and items were received or otherwise made available to Client. Client's statement will be deemed to be received by Client seven (7) days after its date. Failure to report such irregularity within sixty (60) days shall preclude Client from recovering any amounts from EDSuite.

Liability and Indemnification: Client agrees that EDSuite's responsibility to the Client under this Agreement shall be limited to the exercise of ordinary care. EDSuite shall not be responsible under any circumstances to Client or any third party for delays or failures in performance caused by events beyond EDSuite's reasonable control including, but not limited to, delays or failures resulting directly or indirectly from strikes, riots, war, military or national emergencies, Acts of God, natural disasters, fire, outages of computers or equipment, or failure of transportation, communication methods, or power. EDSuite shall not be responsible for loss of site functionality, content, or complete loss resulting from, but not limited to, DDos attacks, hacking, failure to secure personal passwords, web bots, crawlers, viruses or other such incursions. Furthermore, EDSuite will not be held responsible under any circumstances for vulnerabilities in open source, custom or 3rd party purchased code within the website. Client expressly agrees that in no event shall EDSuite be liable for lost profit or any indirect, consequential, or punitive damages in connection with the services contemplated by this agreement.

Ownership: The Client retains ownership of the general website coding, website design, the domain, the photography, and the written content within the site. However, EDSuite reserves the right to maintain control of these items if an account is past due until all outstanding invoices have been paid. EDSuite retains ownership of the parts of the site considered EDtools and any custom EDSuite modules that are a part of EDSuite's customized CMS setup. In the event of a client choosing to leave EDSuite but wishing to retain their site, these tools would be removed, and the Client would be responsible for purchasing their own CMS license, arranging new hosting and support, and transferring the site to its new location away from EDSuite's servers.

Agents and Third Parties: EDSuite assumes no responsibility for the accuracy or timeliness of data supplied to EDSuite, nor for any error or delay on the part of any agent or third party used by EDSuite or Client in the provision of information or the execution of any transaction. EDSuite shall not be liable for acting in accordance with instructions from Client, agents of Client, or third parties, or for refusing to act upon requests made not in accordance with this Agreement. The Client acknowledges that information concerning the Client and the service provided may be transmitted to or through and/or stored in various locations outside of EDSuite's direct control, such as Rackspace hosting facilities. The Client authorizes such transmission and/or storage as EDSuite or any institution shall reasonably consider necessary or appropriate in the provision of services.

Support Availability: EDSuite Support 365 service allows the Client to submit requests and tickets at any time. EDSuite staff monitors these tickets to determine urgency. Unless determined urgent or requested ahead of time, tickets that are not dealing with a major website issue or downtime will be handled during normal business hours, Monday-Friday 8:00am - 5:00pm CST.

Amendment: This agreement may be amended by EDSuite for any reason. Any changes to this agreement will not be applied to the Client unless agreed to in writing by the Client.

Termination: Clients of EDSuite are not required to sign a contract of any length upon hiring EDSuite's services, therefore there is no fee accessed for a Client choosing to terminate their account with EDSuite. However, if a Client chooses to terminate service, EDSuite will not refund any fees previously paid for hosting and/or annual support licenses at the time of termination. The Client will be held liable for any and all unpaid fees and billing for services provided up to the date of termination, and must remit payment within 1 week of termination notice. EDSuite maintains the right to retain control and possession of a Client's website, coding, and domain until all unpaid fees have been returned in full.

Notices: All written notices required by this Agreement to Client shall be provided to Client at the address and/or email requested at the establishment of the contract and shall be deemed given when sent to such address/email. Client is responsible for informing EDSuite if the address or email associated with their account is changed.

BY OPENING ANY ACCOUNT WITH OR USING ANY SERVICES PROVIDED BY EDSUITE, CLIENT ACKNOWLEDGES AND AGREES TO BE BOUND BY THE TERMS AND PROVISIONS OF THIS AGREEMENT.

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Project Specific Terms

Project Completion: EDSuite will consider this project complete once the approved design has been coded according to the functional scope, the content management system and EDSuite tools have been installed and tested and the link to the beta website has been provided to the Client for approval, and all other services quoted are rendered. Upon approval of the new website, the project will be considered accepted in its form, ready for content input by the responsible party. Once the content input is complete, EDSuite will be responsible for launching the website.

Early Termination: At any time during the year-to-year contract, the Client may choose to end the contract by paying any outstanding costs due. Notification must be given at least 10 business days prior to the date the annual billing is due if the Client intends to leave. Payment in full made must be made immediately upon notification being given. If a contract is ended in the middle of the billing year, the Client will not be refunded for any support or tools costs which have been paid for that year. Additionally, if the Client fails to notify EDSuite prior to the due date for the annual billing, the Client will be responsible for paying any incurred costs of service up to the actual point of termination in regards to support and hosting.

Payment Terms
50/50 Payment w/ 3 Year Support 365 Contract: With the 50/50 project payment your costs (including your first year's annual costs) will be split into two parts. 50% will be due on the signing of the contract, and 50% will be due on project completion. Your Support 365 contract will begin on launch of the site, and your annual costs will be due on the anniversary of that launch. City of Beaumont CA is agreeing to a 3 year contract for EDSuite to support this website. All annual costs will remain locked in for those 3 years starting at launch of the website.

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EDSuite Quote

Content Strategy
- [ ] **Content Creation (50 hours)**   **$4,250**
- [ ] **Photography (Consulting Only)**   **$400**

Website
- [ ] **Website**   **$16,630**
- [ ] **EDSuite Properties**   **$3,000**

EDSuite Support 365 (Annual)   **$4,000**

Total Initial Investment $ _____

Payment Plan

50/50 - The 50/50 payment term is structured with a 50% deposit upon agreement and the final 50% of the project upon delivery of completed product. This does not include social media services, which will be billed 90 days at a time when they begin. Support 365 Contract is a 3 Year agreement post launch.

Payment Schedule

	Initial Investment	Annual Costs	Total Due
On Signing	$10,790	-	$10,790
On Launch- Year 1	$10,790	$4000	$14,790
Following Years	-	$4,000	$4,000

Pricing is good for 180 days from April 13, 2022. All included EDSuite Terms & Conditions do apply.
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Thank You.

Do you have questions or need us to make changes?

Joel Soape
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