



MEMO

Finance

To: Finance and Personnel Committee
 From: Finance Director and Marketing and Communications Manager
 Date: 2/19/2024
 Re: Financial Request Submission - City of Kaukauna Website Redesign

Background information: During the 2024-2026 creation of the Strategic Plan, under the objective of enhancing the City of Kaukauna’s external communication, it was determined that a website redesign would be necessary to create a more clear and navigable experience for all users. Website redesigns are very extensive and require extensive knowledge of code, search engine optimization, user experience, and design. It is more than one person can complete on their own, so late last summer, the City had received several quotes for a website redesign project, as is required per city purchasing policy.

	DigiSage	Powderkeg	CivicPlus Premium	CivicPlus Ultimate
Cost	\$18,000 - \$23,000 +	\$18,480	Initial Investment - \$32,323.05 Annual Recurring - \$8,687.70	Initial Investment - \$35,786.75 Annual Recurring - \$9,788.10
Approximate Timeframe (dependent on edits and feedback)	3 - 4 months	2 - 3 months	4 - 7 months	

After reviewing the quotes, the Marketing and Communications Manager and Finance Director narrowed the choice to DigiSage and Powderkeg based on over-all cost and general need.

The Marketing and Communications Manager met with representatives from DigiSage and Powderkeg to get a better understanding of the companies’ capabilities and qualifications. Upon further review, the company that seemed most

qualified and capable of providing the website redesign necessary for the city, was Powderkeg. They have 20 years of experience and have designed 800+ websites across various organizations. They're based out of the Madison area and can offer a team of designers, user experience experts, and developers specific to the City to help us launch the new website.

The attached project contract encompasses the scope of the project along with the process for the redesign and additional information about Powderkeg.

Budget: City Staff are requesting the approval to expense \$18,480 to have Powderkeg design and develop a responsive website. The Core Proposal (pg. 21 of the project contract) summarizes what would be included in the \$18,480 (also outlined in more detail in pages 17-20).

There are budgeted funds for this project as it was included during the 2024 budget process.

Strategic Plan: This project aligns with both the objectives of enhancing external communication and creating a community of choice. By having a more navigable website, the City is better able to share updates and information with community members, while also providing easy access to resources needed by community members, prospective businesses, and visitors.

Staff Recommended Action: Grant permission to the Marketing and Communications Manager to enter into an agreement with Powderkeg for \$18,840 to redevelop the City Website.



City of Kaukuana

Project Contract
FEBRUARY 12, 2024



City of Kaukuana

Project Contract

February 12, 2024

Thank you for the opportunity to work with you on your project!

This document contains the contract information for the work delineated in the proposal.

Client Contact Information

Company / Client: City of Kaukuana

Address: 144 W 2nd St

City: Kaukuana

State: Wisconsin

Zip: 53719

Current URL: <https://kaukauna.gov/>

Contract References Proposal: JE08302023 (see page 13, Appendix A)





Terms of Agreement

1. Clientization

The above named client is engaging Powderkeg as the contractor for the specific purpose of developing and/or improving a website and/or other online marketing project. Hereafter, the client will be known as the "Client" and Powderkeg will be known as the "Developer".

2. Text and Content Creation Limitation

The Developer's bid and contract does not imply or provide for the creation of content for a clients website (or project as defined in these documents) unless specifically indicated within the bid document. The responsibility for content creation (text, graphics, photography, video or other) and the associated costs of this content generation or accumulation are the sole responsibility of the Client.

The Developer may provide references to third party providers who may be able to assist in the content creation process and a bid for their services would be provided by these 3rd party providers. Client is under no obligation to use these 3rd party providers, they are provided as options for the client's consideration only.

The Developer requests that all documents be submitted in digital file format, such as MS Word, WordPad, NotePad, PDF, etc. The Client is responsible for proof reading all content prior to submission and should provide final draft version of the content. Text and graphic revisions after submittal to the developer are subject to additional costs based on the required change cycles.

3. Ongoing Support and Fees

The client is responsible for on-going maintenance or monitoring of the website/deliverables, and is responsible for any future updates, maintenance, and other measures that may be required for further use of the deliverables. Additionally, Developer does not actively monitor customers websites post launch. No retainers or on-going expenses are incurred unless the Client requests work to be performed on their website.



Developer does recommend that the Clients website be kept current with updates, patches and ongoing security measures, but these services are at the discretion of the Client. The frequency (and importance) of specific updates that may be required each year varies and is not in the control of the Developer. Developer can assist with updates when the Client requests assistance, with work being done at the standard hourly rate.

4. Cross Browser Compatibility

The agreement includes the creation of a website or online marketing project viewable by industry standard browsers. Industry standard browsers are defined as any browser holding 15% or more market share. Current Industry Standard Browsers supported by this contract include the 2 most recent versions (not including beta) from the date of development completion.

- Firefox
- Microsoft Edge
- Safari
- Chrome

Compatibility is defined herein as all critical elements and functions of pages being viewable in the browsers listed above. At times, when browsers are newly released, and issues are still to be resolved with the browser or new website, a compatibility mode (view in previous browser) may need to be enabled as an option until site or browser issues are corrected.

The Client is aware that some advanced techniques and features may require a more recent browser version. The Client is also aware that as new browser versions are developed, the new browser versions may not be backward compatible. Time spent to adjust a website for compatibility due to the introduction of a new browser version will be billed at the Developer's hourly rates and in addition to the base price of this contract. Support and cross browser compatibility for any browser (and associated version) not listed above is not guaranteed.



5. Proposal

The proposal is referred to this contract as Appendix A. The proposal describes the scope of the project and what will be completed by the Developer.

Within 1 month of the signing of the contract, a kickoff meeting will take place where the full project scope will be more clearly defined with the Client and from this meeting; a more formal feature set and cost structure will be presented to the Client for their approval if it differs from the current proposal document.

6. No Implied Project Deadline Guarantee

Developer will work in good faith to achieve the timeframe goals of the Client, but cannot guarantee the final delivery date of the project. While the Developer may have provided an estimation of the timeframe for project completion, this is not a guarantee of project completion. Client agrees and understands that by signing this contract, no claims for correction, penalties or damages related to an implied final deadline for the project may be levied against the Developer.

7. IT Support and Resources Limitation

Developer's role in this project is outlined in the bid document for the creation of web pages, development and related resources.

Developer does not provide IT consulting, support or technical resources to assist the Client with the operation of the provided resources both within their organization and to other parties with which the Client website or associated application(s) are used.

Additionally, Developer does not provide on-site support for installation, testing and hardware configuration that may be required for the project.



8. Third Party Hosting

The Developer does not maintain or physically host websites for Clients. The Developer's role is to assist the Client in the selection of a third party hosting provider with the final selection of the host being in full control and responsibility of the Client. Developer may provide a third party reseller managed hosting option for the Client to consider, but the selection of this provider is not required by the Client.

Third party hosting providers may share estimates of typical hosting up time, but hosting downtime issues do occur with all providers so a recommendation by Developer of a third party provider, including their reseller option, does not provide any guarantees of uptime.

Developer does not have the access or ability to control the hosting uptime (or downtime) of a selected hosting provider. The third party hosting providers may offer phone and/or email support to the Client should the need arise. This support function is typically a ticketing feature that allows a client to submit details on the issue and the host provider will respond back when it has rectified the issue or provide status on the downtime. While hosting downtime is not a regular issue for most customers, Developer needs to be upfront on the potential of an issue that could occur – no matter which hosting provider may be selected by the Client.

Additionally, Developer does not provide uptime monitoring or notifications of hosting issues. If client requires assistance for hosting related issues or follow-up by Developer staff, standard hourly rates for time, testing and intervention will be billed to the Client. Client may contact the hosting provider directly if they choose.

If the Client has selected the Developers Managed Hosting option, additional details on the roles of the Developer and Client will be explained if this option is chosen by the Client.



9. Third Party Referrals

Any third-party referrals made by Developer to Client, not owned or operated by Developer, including, but not limited to, third party hosting providers (the “Third Party Referrals”), are provided solely as a convenience to Client. Developer’s referral to any Third-Party Referrals does not create a partnership or affiliation with the Third-Party Referral. Client shall make a competent consumer decision before employing the services of any Third-Party Referral. Client bears all risk associated with the employing of any Third-Party Referrals and obtaining their goods or services.

10. Hours of Operation

The Developer organization’s hours of operation and availability are 8am-5pm CST Monday to Friday with the exception of holidays (published holidays for each calendar year are available to the client upon request). Developer does not provide guarantees of weekend support or of support outside of the hours of operation listed above.

11. Graphic Creation & Photography

It is anticipated that the Developer will receive from the Client some of the graphic elements necessary to complete the Client's website. This includes the company logo and ancillary images.

The Developer may also use its stock photography library as another source of images to be used on the website. The Developer will be acquiring low-resolution versions of the images to be used on the Website. The cost for low-resolution images is a part of this agreement.

The proposal does not include high-resolution versions of the images, which are typically used for print mediums. For on-screen/website uses, low-resolution images are sufficient. For print, most printers require 300dpi images, which are considered high-resolution. If the Client would like to use a photo within print collateral, the Client will need to purchase the high-resolution image. In addition, almost all stock photography resources limit the use of the image to one medium per license agreement.

Both the Developer and Client will be held to the Terms and Agreements of the stock photography resources.



12. Payment Terms / Installments

- a. **Initial Contract Acceptance Installment** - Ten (10%) percent of the proposal amount is required to begin work on the project and will be billed with the signing of the contract. The Developer will start with project (with the signed contract) by scheduling a kickoff meeting where navigation and design will be discussed and defined.
- b. **Progress Installments** – The Developer will “progress bill” at the end of each calendar month for time and services completed on the project for that month up to the time of the web site launch.
- c. **Final Installment** – Any remaining balance due (including any additional features beyond the bid scope and/or change orders) will be billed at the time of website launch or progress completion.

Payments for all installment billings are expected within your existing credit terms with developer. After the launch of the website, the Client will have 30 days to submit final updates/changes and, if outside the scope of the original bid, an additional estimate of cost will be provided to the Client. After the 30 days, any updates or changes will be billed at our standard hourly rate.

THE DEVELOPER WILL NOT LAUNCH A WEBSITE IF CLIENT HAS PAST DUE INVOICES.

13. Third Party or Client Page Modification

If the Client desires to independently (or to have another party) edit and update their web pages or code after completion, the Developer is not responsible for the functionality of the website. Time for the Developer to repair the website would be billed at the standard billable rate, with a one hour minimum.



14. Search Engine Optimization (SEO)

The Developer will utilize current and legitimate methods and techniques to optimize the Client's website with appropriate titles, keywords, descriptions and text (provided by Client) that will allow the major search engines to index the website.

Developer does not guarantee nor imply top or any specified placement in the search engine results or rankings. SEO results are dependent upon many complex and ever changing factors, and these factors are subject to change by the search engines at their discretion.

To obtain ongoing placement in the search engines, additional SEO phases may be required, which will be separately negotiated in addition to the base price of this contract. No promises of search engine results or placement are implied or guaranteed as part of the bid or contract.

15. Copyrights and Trademarks

Both the Client and Developer unconditionally guarantee that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished for inclusion in the Client's web site are owned by the Client and/or Developer, or that the Client and/or Developer have permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend the Client and/or Developer and its subcontractors from any claim or suit arising from the use of such elements. Client acknowledges that Client is responsible for securing any needed rights or permissions from any third party as necessary and for proofreading all of the Client's Content prior to submission to the Developer.



16. Additional Expenses

Developer agrees that any work that would incur additional expenses beyond the proposed bid document estimated amount will be conducted only with approval by the Client. Some examples (but not limited to) of potential additional expenditures for this project may include collectively "Additional Expenses":

- New scope or scope expansion requested by the Client outside of original proposal scope.
- Changes made to design after the design approval, once the development phase has begun.
- Additional troubleshooting with third party provided items.
- Purchase of specific photography at the Client's request.
- Purchase of specific software at the Client's request.
- Other additional third party expenditures requested by Client.

17. Nondisclosure

The Developer and its employees agree that, except as directed by the Client, it will not at any time during or after the term of this Agreement, disclose any confidential information to any person whatsoever. Client agrees that it will not convey any confidential information obtained about the Developer to another party.

18. Ownership to Web Pages and Graphics

Ownership of the finished assembled work of web pages produced by the Developer and graphics shall be vested with the Client upon final payment for the project. This ownership is to include, design, photos, graphics, source code, files, and text specifically designed on behalf of the Client for completion of this project.

Plug-ins or other third party resources may be used in the development of the Client website. These resources are bound by their individual ownership agreements with the third party providers and may require on-going renewals for updates and security measures and are the ongoing responsibility of the Client.



19. Indemnification

Developer agrees to indemnify, protect, defend, and hold harmless Client, as well as its officers, directors, agents, employees, successors, and assigns for, from, and against any and all claims, liabilities, expenses, costs, penalties, loss, or damage to persons or property whatsoever which arise out of, relate to, or result from i) a breach of this Agreement by Developer; ii) a claim of copyright or other intellectual property infringement from a third party arising from Developer's Intellectual Property; or iii) the negligent and willful conduct of Developer.

Client agrees to indemnify, protect, defend, and hold harmless Developer as well as its officers, directors, agents, employees, successors, and assigns for, from, and against any and all claims, liabilities, expenses, costs, penalties, loss, or damage to persons or property whatsoever which arise out of, relate to, or result from i) a breach of this Agreement by Client; ii) misuse of Developer's Services or Deliverables by Client; iii) misuse of a third party service related to the Services of Deliverables by Client; iv) a claim of copyright or other intellectual property infringement from a third party arising from Client's Intellectual Property; or v) the negligent and willful conduct of Client.

20. Limitation of Liability

Notwithstanding the foregoing, neither party will be liable for any lost profits, loss of business or for indirect, incidental, exemplary, consequential, punitive or special damages suffered by the other party, their respective users or others arising out of or related to this agreement, the deliverables, the services or any other products or services, for all causes of action of any kind (including but not limited to tort, contract, negligence, strict product liability and breach of warranty) even if the other party has been advised of the possibility of such damages. Developer's aggregate liability and that of its affiliates, under or in connection with this agreement, shall be limited to the fees paid by client to developer for the deliverables and services.



21. Independent Contractor

Developer is an independent contractor and shall not be deemed an employee of Client for any purpose. Nothing contained in this Agreement shall be deemed to create a partnership, joint venture, agency, employment, or other relationship between Client and Developer.

22. Cancellation

Any Party may terminate this Agreement at any time and for any reason by providing thirty (30) days' written notice to the other Party.

In the event there is a material breach by either Party of this Agreement, the non-breaching Party shall provide written notice thereof and the breaching Party shall have thirty (30) days to cure. If the breaching Party has failed to take steps sufficient to cure such breach, the non-breaching Party may immediately terminate this Agreement.

Upon termination of this Agreement, Developer shall be entitled to any outstanding payments for Services previously provided to Client prior to the termination of this Agreement.

23. Governing Law

This Agreement shall be governed by and construed in accordance with the laws of the State of Wisconsin without regard to conflict of law principles.

Any controversy, claim, or dispute arising out of or relating to this Agreement, either during the term or afterward, between the Parties hereto, their assignees, affiliates, attorneys, or agents, shall be litigated solely in state or federal court in Dane County, Wisconsin. Each Party (i) submits to the jurisdiction of such court, and (ii) waives the defense of an inconvenient forum.



24. Entire Understanding

This contract and the Appendices attached thereto constitute the sole agreement between the Developer and the Client regarding this project. It becomes effective only when signed by both parties. It is the spirit of this agreement that this will be a mutually beneficial arrangement for the Client and the Developer.

Both parties warrant that they have read and understand the terms set forth in this agreement.

On behalf of the Client

Signature _____

Date _____

On behalf of the Developer

Signature _____

Date _____



City of Kaukuana

New Website
FEBRUARY 12, 2024



City of Kaukuana

New Website

FEBRUARY 12, 2024

The following is a new website proposal for the City of Kaukuana. Our team of professional designers and developers are excited to partner with you to create a new website that will promote your city's services and information in a professional and easy-to-use format.

This project will provide your team with the opportunity to advance your online presence through a clean and modern website. To achieve this, a custom and unique design will clearly communicate information about your organization, intuitively built navigation will guide users to the content they are looking for, and a user-friendly CMS will enable you to effortlessly make updates to your website.

In the following pages of this proposal, we provide information about our processes and straightforward budgetary information. We welcome any questions or comments and encourage you to contact us at any time.

Thank you!

Prepared by:

John Ehrlinger

Account Manager – Powderkeg Web Design

johne@powderkegwebdesign.com

608.845.2921

Proposal Number: JE08302023



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About Powderkeg

Powderkeg is proud to have recently celebrated our 20th year in business as a website design and development company. As a respected local web development firm, we have won over 60 ADDY awards for design and development, named a Best Place to Work, and have been rated **#1 Website Design Company in 2022 by InBusiness Magazine**. Our longevity and service recognitions pay homage to the client-centric model of business we have developed.

With over 800 websites launched, we have had experience working with clients from many different industries and backgrounds. Our client base is filled with several organizations in non-profit, technology, manufacturing, health care, and business-to-business organizations.

Our team has an ability to work with existing client branding and marketing strategy to design an online identity and experience that lays the foundation for success. We provide the expertise and knowledge in digital design and marketing, working as an extension of our client's team.

Working with Powderkeg, you'll see the power of having a local team of experts help you execute your marketing strategy.

Capabilities

- Website Design
- Website Development
- SEO Consultation
- Digital Marketing
- Graphic Design and Brand Support

How We Stand Apart

- Fully custom design and development.
- **In house design, development, project management and support team.**
- Honest and transparent pricing.
- Local, family-owned business.
- Believe in empowering our clients by providing the tools and education to succeed.





Current Site and Proposal Parameters:

Powderkeg is proposing the creation of a new website for **City of Kaukuana**. In the information outlined below, we provide an overview of what would be included in your core website scope. We will also provide some optional features to consider beyond the core website.

Core Site Features:

Research and Kickoff Planning Meeting: Our process begins with questions for our client on their stylistic likes and dislikes and base navigation expectations. From this pre-meeting analysis, a kickoff meeting is planned and attended by key client staff members and the Powderkeg project manager and web designer. It is from this meeting that design and core navigation are defined and outlined.

Custom Design: The design for your website will be fully custom and unique to your organization. Our award-winning design staff will meet with you to understand the look that you are searching for and help to bring it to life.

Responsive Design: While the full desktop version of your site will function on most mobile and tablet devices, adding Responsive Design enables your website to appropriately adapt to the various screen sizes that visitors may view your site on. Typically, a desktop, tablet and mobile size version of the design are created, and the site will dynamically shift depending on the screen resolution of your visitors.

User Experience and Navigation: As part of the design process, our team will strategize on the best user experience and navigation for your new website. We'll consider how your visitors will interact with your website, the content you want to highlight, and the call to actions to include.

Google Analytics Configuration: This tool allows our customers to track the activity of their website visitors by providing data on entry pages, page views, page rankings, bounce rates, length of stay and more. Our core bid also includes training on Google Analytics so the client can review their site statistics.

SEO Best Practices: We will develop your site from the ground up with a focus on Search Engine Optimization (SEO) on every page. This process includes following search engine best practices in development, as well as including key content areas on your page designs. We also include SEO tools in the administration panel of your website, enabling further optimization by you. For clients who need additional SEO strategy, we also can offer an Advanced SEO strategy.



Project Scope & Features

Content Management System: Our core sites are built with an easy-to-use Content Management System (CMS), WordPress, that allows you to make edits to their site without having to go back to Powderkeg for small changes. Our core bid also includes training on how to use the CMS. We create a custom theme for our clients, and never use a pre-built WordPress template. This enables easier editing, with a theme that is designed for specific branding and functionality.

Web Hosting: Because your site will function dynamically, we will want to look at your web hosting environment to ensure that it will accommodate this new site. Powderkeg can work with you to help select a hosting option that is best suited for your website.

Core Content Pages: As part of the core design and development of your new website, your main page templates will be created. The following custom page layouts will be designed and developed to work cohesively together, with additional and optional features/layouts listed separately:

Professional Homepage: Your new homepage's custom design will create a look and feel that is unique to your organization, leaving a lasting impression with your visitors. This will be supported by a clean and modern design that leverages impactful graphics and strategically placed content. After introducing your organization and the services you provide, an intuitive navigation and strong calls-to-action will guide visitors to further explore the site.

About Pages: Your website visitors will be able to learn more about your organization through thoughtfully designed about and informational pages. In addition to overview information, these pages can display information regarding your history, team members, community service, and any other relevant content for your prospective customers.

News Section: Sharing insightful and relevant information on a regular basis provides a platform for engaging with prospective students. While you are forming a relationship of trust by providing this value, you are also supporting SEO efforts.

Informational Pages: You will be able to communicate important information to site visitors using compelling informational pages. The layouts will be user-friendly and can convey complex ideas and present vital facts in a manner to resonates with your target audience. You will be able to easily add and edit articles within the corresponding CMS module.

Calendar of Events: This feature would provide a calendar and events function with a corresponding CMS module that allows your staff to easily add and edit upcoming events that your organization will be involved in. In addition to showing up on an events page, latest events can be dynamically shown on other areas, such as a homepage callout. Events can be categorized for ease of navigation.



Project Scope & Features (cont'd)

Careers: This section of the site will provide a space to showcase the benefits of working for your company and aid ongoing recruitment efforts. Your new careers area will be designed to recruit, engage, and encourage potential applicants to take the next step and apply. The design can feature an overview of company culture, benefits, office/remote environment, and employee testimonials.

Contact Us / Custom Forms: Visitors will have the ability to quickly contact the City of Kaukuana team directly throughout the website via strategically placed contact information. Your main address and phone number will be highlighted along with other relevant information. Inquiry forms will also be added throughout the website to encourage lead generation.

Additional/Optional Features:

Flexible Landing Page: New marketing landing pages would be quick and easy to create via this flexible landing page template. The Powderkeg team would custom design and develop 4-6 branded content modules that can be placed and ordered on the page as needed. This unique template could be leveraged for content related to upcoming campaigns, PPC advertising, or to create additional internal pages.

Email Marketing Template: This is for the design and creation of an email template that you can use for future email correspondence and marketing sends to your clients. The template can be used with services like MailChimp to make your emails look more professional and specific to your organization.

Additional Features – Are there additional features you were hoping to have on your new site? We can custom design and develop pages and sections outside of what is listed above. With further scope defined, we would be happy to provide an estimate of investment costs for other needs.



Investment

Website Design & Development Proposal

Core Proposal..... \$18,480

- Discovery Meetings & Planning
- Custom Responsive Design (60 design hours allocated)
- HTML Build-Out and Framework
- Content Management System Implementation
- Organic Search Engine Optimization
- Core Page Layouts
- Content Population
- Project Logistics, Testing and Launch
- CMS and Analytics Training

Additional/Optional Features

Flexible Landing Page\$4,400
 Email Marketing Template.....\$1,800
 Additional Features.....\$160/hr



Our Process



1. Kick Off

🕒 2 Hours

📍 Meet the PK Team / Discuss Website Goals and Design

We'll start the project off with a meeting at our office or remote, based on your preference! We will all get to know one another and discuss your current website, competitors, brand, target audience, features, and goals.



2. Internal Planning

🕒 2-3 Days

📍 Content Inventory / Review Navigation / Strategize

Drawing on the information discussed in our kickoff meeting, we begin to lay the groundwork for the project. This includes reviewing your existing content, exploring navigation options, incorporating industry best practices, and overall user experience.



3. Design

🕒 30-45 Days

📍 User Experience and Interface / Custom Page Design Mockups

Our award-winning design team will begin work on the layouts for your new website. For all the mockups we design, we provide extensive write-ups explaining our philosophy on the chosen design. Revisions to the designs will be made based on your feedback.



4. Develop

🕒 40-65 Days

📍 In-House Page Development / CMS Implementation

With the designs now approved, our developers can turn the layouts into a functioning website. Our in-house team of developers use industry best practices to create a website that not only looks great, but also functions perfectly. The code for your website will be clean and designed to perform well into the future.



Our Process (cont'd)



5. Test

🕒 1-2 Weeks

🔄 Multi-Round Quality Assurance / User Testing / Device Testing

Your website will go through multiple rounds of extensive testing. Our project manager, lead developer, and design team will review your website for any issues. We test on desktops, tablets, and mobile devices. This includes iOS, Android, and all major web browsers including three past versions. You will also receive a link to view the test website.



6. Train

🕒 2 Hours

🔄 Content Management System Walkthrough / User Setup

We hand you the keys and provide guidance. During training, our project manager will walk you through the ins-and-out of how to make edits to your new website. Anybody who will be making changes is welcome to join this training session. You'll walk away with full knowledge on how to update and manage your new website.



7. Launch

🕒 48 Hours

🔄 Managed Go-Live / Hosting and Domain Configuration

The main event! When the finished website is ready to make its big debut, and our team will facilitate the go-live process. We'll help to configure your hosting and domain to accommodate the new website. Our launch process will ensure that there is no downtime during switch from the old site to the new one.



8. Support

🕒 Ongoing

🔄 Technical Support / New Features / Digital Marketing Education

We are your partners going forward. We have a dedicated support email address and phone number to help with any issues that may arise, or simply for a refresher on how to make an update. We also provide ongoing education to our clients on digital marketing and latest trends



Timeline

Project Timeframe – A website with the proposed size and scope of the **City of Kaukauna** site is estimated at about a **2 – 3 Month** timeframe. Web projects are dynamic and deeply collaborative, and many times subject to scope changes during their process. The estimated time frame for this project is based on design approvals within 30-45 days after project kickoff. Additional design time may cause delays in the project.

Because of this collaborative process, we cannot provide a guaranteed delivery date. We do establish (with our customers during the kickoff meeting) the target timeframes and expectations of both parties in this collaborative effort of new site development.

Many factors go into the determination of an approximate project timeframe, but our experience in launching well over 800 websites indicates some key elements that can cause delays, including: 1) The number of change cycles in the design and content population phases; 2) Delays in client content creation and submission; 3) Delays in the client approval process throughout the project.

Project Management Software – Powderkeg uses the popular online collaboration tool called **Basecamp** to manage all aspects of your web project. It is used by distinguished organizations including: Kellogg's, Trek Bicycles, Fox Sports, Sub Zero and many more. This is an online web application (accessible anywhere you have an internet connection) that will be a center point for coordinating the flow of information and act as a repository for all project history, communications, and files.



Payment Terms

- d. **Initial Contract Acceptance Installment** - Ten (10%) percent of the proposal amount is required to begin work on the project and will be billed with the signing of the contract (if bid is a range bid, 10% of the lower end of the range will be billed). The Developer will start the project (with the signed contract) by scheduling a kickoff meeting where navigation and design will be discussed and defined.
- e. **Progress Installments** – The Developer will “progress bill” at the end of each calendar month for time and services completed on the project for that month up to the time of the web site launch.
- f. **Final Installment** – Any remaining balance due (including any additional features beyond the bid scope and/or change orders) will be billed at the time of website launch or progress completion.

Payments for all installment billings are expected within your existing credit terms with Powderkeg and Econoprint. After the launch of the website, the Client will have 30 days to submit final updates/changes and, if outside the scope of the original bid, an additional estimate of cost will be provided. After the 30 days, any updates or changes will be billed at our standard hourly rate.

Additional Billing Information

We will keep you informed of the project billing status as we reach each milestone of the project. Pricing is a fixed bid amount based on scope outlined above; in the event of additional requests, change orders or multiple change cycles/revisions after approvals, additional work will be billed at our standard hourly rate. This estimate is valid for 30 days.

Andrea FencI

To: Bob Lindner
Subject: RE: City of Kaukauna Website

From: Bob Lindner <rlindner@digisage.com>
Sent: Tuesday, July 11, 2023 5:18 PM
To: Brittany Simonson <bsimonson@ku-wi.org>
Cc: Tim Lindner <tlindner@digisage.com>
Subject: Re: City of Kaukauna Website

You are welcome, thank you for thinking of us. Typically, this scale of site would take about 3 to 4 months, depending on concurrent projects and the level of pre-panning and strategy needed.

When you say "this year" do you mean this fiscal year? So, until the end of June next year? At this point, I'm not sure if we could start and finish this in 2023 based on other commitments in our production pipeline.

Bob

Bob Lindner
Web Developer / Owner
DigiSage, Inc.
La Crosse, WI 54601

Phone: (608) 709-0476 ext 4
Fax: (801) 437-1133
Email: rlindner@digisage.com
Web: <https://link.zixcentral.com/u/bef1ec03/OMEJ3Dgg7hGUOaXVW9GfSw?u=https%3A%2F%2Fwww.digisage.com%2F>
[E](#)

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Need to schedule a meeting? See
<https://link.zixcentral.com/u/27862924/vmwK3Dgg7hGUOaXVW9GfSw?u=https%3A%2F%2Fcalendar.app.google%2FFEgqHR6HWG4B1374A>

On Tue, Jul 11, 2023 at 8:05 AM Brittany Simonson <bsimonson@ku-wi.org> wrote:

Thank you Bob! I will review and get back to you. One question I can think of right away... what would your timeline look like? Would you be able to fit this in next year? Approximately how long would be take to complete?

Thanks!

Brittany Simonson

Communications Coordinator

920-419-6192

bsimonson@ku-wi.org

SERVING KAUKAUNA UTILITIES AND CITY OF KAUKAUNA

From: Bob Lindner <rlindner@digisage.com>
Sent: Monday, July 10, 2023 5:35 PM
To: Brittany Simonson <bsimonson@ku-wi.org>
Cc: Tim Lindner <tlindner@digisage.com>
Subject: Re: City of Kaukauna Website

Hi Brittany,

That's great to hear you may involve the consultants for nav/content, etc! We took some time to review everything that is on the site today and for your planning purposes, we're thinking a safe target budget is \$18,000 to \$23,000. This would be to keep functionality similar and bring over the features we outlined below.

If you'd like to discuss, please let me know, I'm happy to hop on a call with you to ensure we're on the same page.

Bob

Notes from our reviewing the site:

Overall Goals:

- Visual Redesign
- Information Architecture (proper navigation, content, etc).
- Migration of existing functionality

Possibly remove - need decision:

- Stellar Subscriptions (SMS alerts)
- Polls (There's two installed today)

Keep/Improve:

- SearchWP - need improved searching

Keep/Migrate to new theme:

- Formidable Forms Integrations such as MSB Payments, licenses, real estate reports, lookups, etc.
- Events Calendar
- Tabs Responsive (or similar collapsible accordion)

Content review:

2,662 Posts

Lots of meeting minutes and agendas

Should there be a separate minutes and agendas section vs. keeping under News?

About 1,000 Bricks -- -- will those remain? Possibly combine into a single page or post with all bricks?

244 Pages

Department pages link to blog categories

Templates:

Default

Home

Full

Fluid

Department

Display Children

Point & Pay Postback -- DEPRECATED - remove this

Bob Lindner

Web Developer / Owner

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Web: <https://link.zixcentral.com/u/12efa4d7/3ngOI3lf7hGfdurpBW1nPA?u=https%3A%2F%2Fwww.digisage.com%2F>

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<https://link.zixcentral.com/u/90d1ca13/Ag4PI3lf7hGfdurpBW1nPA?u=https%3A%2F%2Fcalendar.app.google%2FFEqqHR6HWG4B1374A>



CivicPlus

302 South 4th St. Suite 500
Manhattan, KS 66502
US

Quote #:
Date:
Expires On:

Statement of Work
Q-46990-1
8/15/2023 2:20 PM
10/31/2023

Client:
KAUKAUNA CITY, WISCONSIN

Bill To:
KAUKAUNA CITY, WISCONSIN

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Hector Ortega		hector.ortega@civicplus.com		Net 30

QTY	PRODUCT NAME	DESCRIPTION	PRODUCT TYPE
1.00	Annual - CivicEngage Central	Annual - CivicEngage Central	Renewable
1.00	Hosting & Security Annual Fee - CivicEngage Central	Hosting & Security Annual Fee - CivicEngage Central	Renewable
1.00	SSL Management – CP Provided Only	SSL Management – CP Provided Only 1 per domain (Annually Renews)	Renewable
1.00	DNS and Domain Hosting Setup (http://URL)	DNS and Domain Hosting Setup (https://kaukauna.gov/)	One-time
1.00	DNS Hosting for .GOV – Annual Fee	DNS Hosting for .GOV – Annual Fee: https://kaukauna.gov/	Renewable
1.00	Premium Implementation - CivicEngage	Premium Implementation	One-time
1.00	48 Month Redesign Premium Annual - CivicEngage Central	48 Month Redesign Premium Annual - CivicEngage Central	Renewable
200.00	Content Development - 1 Page - CivicEngage	Content Development - 1 Page - CivicEngage	One-time
6.00	New Customer System Training (3h, virtual) - Web Central	CivicEngage System Training - Virtual, Up to 4 Hours	One-time
4.00	Virtual Content Consulting - CivicEngage	Virtual Content Consulting Up to 4 Hours - CivicEngage	One-time

List Price - Year 1 Total	USD 36,567.00
Total Investment - Initial Term	USD 32,323.05
Annual Recurring Services - Year 2	USD 8,687.70

Initial Term & Renewal Date	12 Months
Initial Term Invoice Schedule	100% Invoiced upon Signature Date

Renewal Procedure	Automatic 1 year renewal term, unless 60 days notice provided prior to renewal date
Renewal Invoice Schedule	Annually on date of signing
Annual Uplift	5% starting in Year 2

This Statement of Work ("SOW") shall be subject to the terms and conditions of the CivicPlus Master Services Agreement and the applicable Solution and Services terms and conditions located at <https://www.civicplus.help/hc/en-us/p/legal-stuff> (collectively, the "Binding Terms"), By signing this SOW, Client expressly agrees to the terms and conditions of the Binding Terms throughout the term of this SOW.

Acceptance

The undersigned has read and agrees to the following Binding Terms, which are incorporated into this SOW, and have caused this SOW to be executed as of the date signed by the Customer which will be the Effective Date:

Authorized Client Signature

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

Organization Legal Name:

Billing Contact:

Title:

Billing Phone Number:

Billing Email:

Billing Address:

Mailing Address: (If different from above)

PO Number: (Info needed on Invoice (PO or Job#) if required)



CivicPlus

302 South 4th St. Suite 500
Manhattan, KS 66502
US

Quote #:
Date:
Expires On:

Statement of Work
Q-49791-1
9/8/2023 4:30 PM
10/31/2023

Client:
KAUKAUNA CITY, WISCONSIN

Bill To:
KAUKAUNA CITY, WISCONSIN

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Hector Ortega		hector.ortega@civicplus.com		Net 30

QTY	PRODUCT NAME	DESCRIPTION	PRODUCT TYPE
1.00	Alignment Virtual Consulting	Up to 2 days virtual consult. Recommended group 8 or less.	One-time
1.00	Annual - CivicEngage Central	Annual - CivicEngage Central	Renewable
1.00	Hosting & Security Annual Fee - CivicEngage Central	Hosting & Security Annual Fee - CivicEngage Central	Renewable
1.00	SSL Management – CP Provided Only	SSL Management – CP Provided Only 1 per domain (Annually Renews)	Renewable
1.00	DNS and Domain Hosting Setup (http://URL)	DNS and Domain Hosting Setup (https://kaukauna.gov/)	One-time
1.00	DNS and Domain Hosting Annual Fee (http://URL)	DNS and Domain Hosting Annual Fee (https://kaukauna.gov/)	Renewable
1.00	Ultimate Implementation - CivicEngage Central	Ultimate Implementation - CivicEngage Central	One-time
1.00	48 Month Redesign Ultimate Annual - CivicEngage Central	48 Month Redesign Ultimate Annual - CivicEngage Central	Renewable
200.00	Content Development - 1 Page - CivicEngage	Content Development - 1 Page - CivicEngage	One-time
6.00	New Customer System Training (3h, virtual) - Web Central	CivicEngage System Training - Virtual, Up to 3 Hours, up to 12 Attendees	One-time
1.00	Agendas & Minutes Migration - PDF - 100 Meetings - CivicEngage	Content Migration : Agendas & Minutes - Per 100 Meetings (Approx. 1 year)	One-time

List Price - Year 1 Total	USD 40,457.00
Total Investment - Initial Term	USD 35,786.75
Annual Recurring Services - Year 2	USD 9,788.10

Initial Term & Renewal Date	12 Months
Initial Term Invoice Schedule	100% Invoiced upon Signature Date

Renewal Procedure	Automatic 1 year renewal term, unless 60 days notice provided prior to renewal date
Renewal Invoice Schedule	Annually on date of signing
Annual Uplift	5% starting in Year 2

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Authorized Client Signature

CivicPlus

By:

By:

Name:

Name:

Title:

Title:

Date:

Date:

Organization Legal Name:

Billing Contact:

Title:

Billing Phone Number:

Billing Email:

Billing Address:

Mailing Address: (If different from above)

PO Number: (Info needed on Invoice (PO or Job#) if required)