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To: DDA Board of Directors

From: Susie Stec, Director – Community & Economic Development /DDA Director

RE: DDA Website

Date: July 20, 2023

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DDA staff has been exploring ways to improve our digital footprint and differentiate us from the City, which includes establishing our own standalone website. Currently the DDA has pages on the city's website. Our pages contain a wide variety of information related to the DDA including our projects, programs and initiatives, and a business directory. Unfortunately, the city's website is widely viewed as being difficult to navigate and not user friendly. These are certainly not attributes that contribute to growing and thriving community, nor does it provide a good impression for businesses and developers looking to located their operations in Lathrup Village.

We recently met with our representative from Munibit. They specializes in websites for small governments and main streets. The DDA became involved with them when establishing our business directory. During the meeting, our representative informed DDA staff that Munibit also has the capability to develop and host a standalone website for a monthly cost of \$29 (annual total \$348); there is no additional set-up fee. The only additional costs would be to secure a domain name which is approximately \$3.99/first year and \$22.99 annually thereafter. The total annual cost for a standalone DDA website would be approximately \$375 annually.

Once setup, DDA staff would be responsible for creating the website content. It should be noted; however, that Munibit will be able to migrate the information currently online to the new website.

For more information about Munibit and links to some of their client communities, please visit <https://www.munibit.com/>

*Suggested Motion: To authorize the DDA Director to enter into a contract with Munibit to establish a standalone LVDDA website.*