

web development **PROJECT**



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PROPOSAL

Introduction

Jeffrey,

It's been great learning more about Los Fresnos' vision for its Community Development Corporation and the role your online presence will play in shaping that future. As an organization, you're not only focused on transparency and communication but also on strengthening the foundation for business retention, expansion, and new investment.

At Triggers Media, our work goes beyond design. We bring direct EDC experience. Our team has successfully developed digital platforms and marketing strategies for cities that are actively working to attract national retailers, support small businesses, and tell a stronger community story. We understand that a city's website is often the first handshake with site selectors, developers, and entrepreneurs while also serving as a daily tool for residents and existing businesses.

We see tremendous potential in helping Los Fresnos create a modern identity that positions the community as investment-ready while building pride and engagement among current residents and businesses. Our approach is rooted in EDC principles: business attraction, business retention, and community identity.

We appreciate the opportunity to submit our proposal and look forward to the possibility of working together to bring your vision to life.

Daniel Rivera & Bobby Villarreal

Triggers Media

Objectives

- Redesign and develop an ADA-compliant municipal website that not only communicates with residents but also serves as a landing place for prospective developers, retailers, and investors.
- Build a consistent and compelling brand identity for Los Fresnos that reflects both opportunity and community, aligning with regional economic development marketing standard.
- Improve business retention and expansion tools by ensuring businesses can easily find resources, permitting information, and support programs.
- Strengthen community engagement through strategic campaigns that highlight Los Fresnos as a place where businesses, families, and opportunities grow together.
- Provide training and support to ensure Los Fresnos staff can manage the website and digital platforms long-term, sustaining both business attraction and community pride.

Scope of Services

CLIENT ONBOARDING

We know that great EDC partnerships begin with a shared vision. Our onboarding process is designed to align Los Fresnos' economic development goals with our expertise in digital communications, ensuring the project delivers measurable outcomes in business attraction, retention, and community engagement.

1. Discovery & Goal Setting

We'll dive deep into Los Fresnos' current business climate, existing digital assets, and future growth priorities. This includes understanding how the site can best serve site selectors, investors, local businesses, and residents.

2. Project Kickoff & Strategy Development

We'll create a roadmap that balances investment readiness (retail recruitment, site development information, workforce assets) with community pride (business success stories, local events, civic engagement).

3. Content & Asset Collection

Together, we'll identify and gather content that supports business attraction (industrial, retail, workforce assets) and business retention (resources, permitting, incentives). Where content is missing, our team will create copy, graphics, and imagery that reflect Los Fresnos' identity as a welcoming community of opportunity.

4. Execution & Collaboration

We'll build a fully functional, responsive, and ADA-compliant site that serves as a front door for business development and a hub for community engagement. Regular updates and checkpoints will ensure the project reflects Los Fresnos' vision every step of the way.

5. Launch & Ongoing Support

Beyond launch, we'll provide training and ongoing support to ensure staff can maintain momentum—whether updating available properties for site selectors, sharing success stories of local entrepreneurs, or rolling out regional campaigns.

WEBSITE DEVELOPMENT PACKAGE

- **Website Development:** A modern, responsive, ADA-compliant municipal website (up to 15 pages), built to highlight business opportunities, available sites, workforce data, and community resources.
- **Content Production:** Photography and videography (including b-roll of Los Fresnos) to showcase the community, workforce, and quality of life, which are essential elements for attracting outside investment.
- **Headshots:** Professional portraits of city and EDC leadership, reinforcing transparency and accessibility to the business community and prospective investors.
- **Graphics and Copywriting:** Branded visuals and written content crafted to market Los Fresnos as a business-friendly and investment-ready community.



Your Investment

Below are our recommended products and a list of services required based on the project scope outlined earlier in this proposal. We estimate 6 - 8 weeks from the start of the project to completion of the project.

PRODUCT	PRICE
Client Onboarding	
Basic WordPress Website Design & Development	\$7,995
1. Custom design and development (10–15 pages)	
2. Optimized for site selectors, developers, and community access	
3. Content development (copywriting, graphics, images)	
4. Photography and videography assets to showcase Los Fresnos’ business community and quality of life	
5. Professional headshots for leadership to reinforce transparency and accessibility	
6. Fully hosted, secure, and mobile-friendly platform	
Annual website hosting	\$400
Annual website management	\$1,800
TOTAL	\$10,195

NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call 9568844877

 SIGNATURE
Jeffrey Rosas

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City of Los Fresnos