



EXHIBIT A

Proposal for the City of Madison

Marketing, Branding & Tourism Website Retainer

Prepared by Rambletype LLC
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Project Overview

The City of Madison is looking for a partner to help tell its story to visitors, residents and businesses. That means a clear, consistent brand, a marketing strategy that brings people to town, and a tourism website that makes it easy to plan a visit.

Rather than treating these as three separate projects with three separate price tags, we propose a monthly retainer. The City gets a dedicated team with guaranteed time every month and a fixed, predictable budget. Rambletype acts as an extension of City staff, moving between strategy, brand and web work as priorities change.

What the retainer covers

- **Marketing consulting.** Marketing strategy and planning, campaign development and digital advertising management.
- **Branding consulting.** Brand positioning, messaging, visual identity guidance and brand standards.
- **Tourism website.** Design, build, launch and ongoing improvement of a new tourism website on WordPress.

The retainer at a glance

- **Fixed monthly investment:** \$1,500 per month, a fixed figure the City can budget around.
- **Guaranteed hours:** At least 10 hours of Rambletype time reserved for the City every month.
- **Preferred rate:** At our standard \$185 hourly rate, 10 hours would cost \$1,850. The retainer brings that to \$150 per hour, a savings of \$350 each month.
- **No surprise invoices:** If requests in a given month go well past 10 hours, we will talk with the City before any additional billing. Nothing beyond the \$1,500 is ever charged without the City's approval.
- **Ad spend excluded:** Advertising media budgets are separate from the retainer and are always controlled by the City.

Why a retainer

Tourism marketing works best with steady attention: a new event to promote, a seasonal campaign to launch, a website page to refresh. A retainer gives the City a team that already knows its brand, its goals and its people, without having to scope and approve a new contract for every request. It also lets us plan ahead with the City, so the work builds on itself month after month.



Introducing Rambletype

About Rambletype LLC

Rambletype LLC was founded in 2013 to help provide expertise to businesses, government organizations and other groups who are trying to leverage digital marketing and media to reach target audiences, improve the bottom line or drive action from their customers or stakeholders.

Rambletype focuses on a wide range of Web design and hosting services, with a particular focus on scalable, high-availability content management solutions including Drupal, WordPress and custom Python content management systems.

Additionally, Rambletype offers full-service social media management, search engine marketing management and online advertising services.

The scope of Rambletype's work experience includes:

- Multi-client auto-scaling content management hosting
- Google AdWords management
- Facebook Ad management
- LinkedIn ad management
- Google Analytics installation and interpretation
- Custom data management and database design
- Online newsletter integration
- Lead management solutions
- WordPress theme customization and design
- Graphic design for digital advertising
- Advertising server management
- PowerPoint design
- Very large (6 million+ unique users) Web infrastructure development

Rambletype LLC is a Limited Liability Corporation and is a SWaM-Certified Virginia Business.

Chris Muldrow will serve as the primary Point of Contact on this contract.



Our Team Members

Project Lead—Chris Muldrow CEO, Rambletype, LLC

Chris Muldrow is a pioneer in local Internet media. He started designing Web sites in the mid 1990s and was the founding editor of Fredericksburg.com, a local news and information portal in Fredericksburg, Virginia. Chris has since built technology and guided content and revenue strategy for online newspapers across the country.

Chris has served on the digital advisory committee for the Newspaper Association of America and has spoken at the National Main Streets Conference, regional economic development conferences and numerous news industry conferences.

Chris has supported large-scale, high-traffic Web projects, having run sites with more than 9 million monthly unique users and more than 60 million pageviews per month. He has also developed software in the real estate, employment and automotive categories and deployed mobile-compatible software across the United States. He has worked directly with local businesses to develop and launch Web sites to support their operations as well as manage large-scale digital ad campaigns and social media marketing.

Chris is also a trained journalist and editor who has worked with newsrooms and other organizations to build traffic through great content online.

Education

Bachelor of Arts in Journalism, University of South Carolina Honors College

Experience

2013-Present — Rambletype

CEO and Owner, Fredericksburg, Virginia

2017-Present – Fredericksburg.Today

Owner, Fredericksburg, Virginia

2012-Present – Germanna Community College

Adjunct instructor in Small Business Marketing and Technology, Fredericksburg, Virginia

2013 — Job.com

Vice President of Business Development, Stafford, Virginia

2010-2013 — The Free Lance-Star Publishing Company

Chief Digital Officer, Fredericksburg, Virginia

2005-2010 — Community Newspaper Holdings Inc.

Vice President of Technology and Internet Operations, Birmingham, Alabama



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1997-2005 — The Free Lance-Star Publishing Company
Editor, Fredericksburg.com, Fredericksburg, Virginia
1995-1997 — The State newspaper
Design team and copy editor, Columbia, SC

Vicky James

Digital development and marketing specialist, Rambletype LLC

A graduate of the University of Mary Washington, Vicky James has rapidly built her experience in digital development and marketing. She has built customized Wordpress databases for various clients and planned and executed site redesigns for clients like the Fredericksburg Area Association of Realtors and the Milton, Vermont, Public Library.

Vicky has built custom event management platforms for the Fredericksburg Field House, the Jeff Rouse Swim and Sports Center and the Virginia Beach Field House, and has built custom e-commerce tools for the Made In Virginia Store and Wm. Mason II Violin Shop. Vicky also manages Facebook and Google ad campaigns for multiple clients, including Stafford County Tourism and Economic Development.

Education

Bachelor of Science in Business Administration: Marketing, University of Mary Washington

Experience

2017-Present – Rambletype LLC

Digital development and marketing specialist, Fredericksburg, VA

2016-2017 – Mental Health America of Fredericksburg

Marketing Intern, Fredericksburg, VA

Alex Russell

Digital development and programming specialist, Rambletype LLC

Alex Russell is a seasoned Web developer with over 20 years of experience managing and developing Web sites and database-backed applications.

He began his career while still in high school at the Fredericksburg Free Lance-Star, and was an integral part of the team that built Fredericksburg.com. He served for over 15 years as a Web editor and developer for the high-traffic daily newspaper website.

He has designed and developed Web sites and software for local governments, military, and non-profit clients, including:

- A media-monitoring program for over 30 Air Force and Marine bases across the U.S., Asia and Europe.



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- A snow-closings database serving over 100,000 students and numerous government agencies across 9 municipalities
- Various Interactive Voice Response, SMS auto-response, and Facebook Chat applications
- Numerous e-commerce sites and storefronts, including ShopAutosOnline.com, Pawmarks Petshop, LabTechMD, and RecertifyMyDealership.com.

Alex is also an expert in audio and video production. He has received several first-place awards from the Virginia Press Association for online video in News and Sports categories.

Alex also serves as a volunteer Emergency Medical Technician for the Fredericksburg Rescue Squad

Experience:

2021 - Present: Rambletype
Web Applications Developer

2016-2021 - JTZ Enterprise
Programmer/Developer

2014-2016 - Marstel-Day
Web Applications Developer

1995-2015 - The Free Lance-Star/fredericksburg.com
Multimedia Content Coordinator



Statement of Work – Marketing, Branding & Tourism Website Retainer

Rambletype LLC will provide ongoing marketing consulting, branding consulting and tourism website services to the City of Madison (“the City”) under a monthly retainer, as described below. This Statement of Work is governed by the Rambletype LLC Master Service Agreement.

Service Area One: Marketing Strategy and Consulting

- Kickoff and discovery: review of the City’s current marketing, audiences, visitor assets, events and existing materials.
- A tourism marketing plan with target audiences, key messages, seasonal priorities and measurable goals (KPIs).
- Campaign planning and creative direction for events, seasons and visitor attractions.
- Digital advertising strategy, setup and management on platforms such as Google, Meta and programmatic/retargeting networks. Ad spend is not included; see “What’s not included.”
- Social media and email marketing guidance, content calendars and graphic design for digital campaigns.
- Search engine optimization (SEO) recommendations for the tourism website.

Service Area Two: Branding Consulting

- Brand audit of the City’s existing logos, colors, messaging and tourism materials.
- Stakeholder input sessions to define the City’s brand position and visitor promise.
- Messaging framework: positioning statement, taglines and key talking points.
- Visual identity guidance, including logo refinement, color palette and typography.
- A brand standards guide so City staff and partners can apply the brand consistently.
- Branded templates for digital and social media use.

Service Area Three: Tourism Website on WordPress

We will design and build a new tourism website using our standard web development process:

Information gathering. We will review any existing tourism web presence, hosting, content and photo/video assets the City can provide.

Goals and KPIs. We will meet with City stakeholders to set goals and measurable KPIs for the site.

Site mockups. We will build a home page, an internal page and the navigation structure on a demo server for the City’s review and approval.

Buildout. We will build out content sections such as things to do, events, dining, lodging, shopping, itineraries and visitor information, in phases with firm deadlines.

Training. We will train City staff to update the site, remotely or in person.



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Final approval and launch. After the City's final approval, we will move the site to its live hosting environment and coordinate the domain switchover.

Ongoing improvement. After launch, retainer hours continue to support content updates, new pages, campaign landing pages, SEO and performance improvements.

Website deliverables

1. A responsive WordPress website that functions on mobile and desktop devices.
2. Any images and files we produce to support the project.
3. Connection to a Google Analytics account with full City access.
4. Connection to a Google Search Console account owned by the City.
5. An admin user with a City-controlled email address. Rambletype will also have an admin user, which the City can remove at any time.
6. Evaluation and audit by an ADA/WCAG expert for WCAG compliance at launch.
7. The Complianz plugin installed for CCPA/GDPR compliance.
8. A copyright release granting the City ownership of the website design, code and brand assets produced under this agreement.

How the retainer works

Monthly hours. The retainer reserves at least 10 hours of Rambletype time for the City each month. We track all time and include a summary of hours and completed work with each monthly report.

Planning and priorities. We will hold a monthly planning call with the City's point of contact to review results and set priorities for the next month. Hours can move between marketing, branding and website work as the City's needs change.

Additional hours. We want the City to feel free to bring us its needs, and we may, at our discretion, go beyond 10 hours in a month at no additional cost. When requests in a given month are expected to substantially exceed the 10-hour commitment, we will contact the City's point of contact to discuss the work and provide an estimate. With the City's written (email) approval, additional hours will be billed at \$185 per hour. We will not bill for hours beyond the retainer without that conversation and approval.

Unused hours. The monthly fee reserves our team's capacity for the City. Unused hours do not roll over and are not refunded. In lighter months, we will put remaining time toward proactive work, such as content, SEO and website improvements.

Larger projects. Work well outside the scope above, such as a printed visitor guide, video production or a large multi-channel campaign, may be scoped and quoted as a separate Statement of Work if the City prefers.

Responsiveness. We will respond to City requests within one business day.



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Sample timeline

Retainer hours will be weighted toward brand and website development in the first months and shift toward ongoing marketing once the site is live. A typical first six months:

- **Month 1:** Discovery, brand audit, marketing plan and website goals.
- **Months 2–3:** Brand messaging and visual direction; website sitemap and mockups.
- **Months 4–5:** Website buildout, brand standards guide and first campaigns.
- **Month 6 and beyond:** Training, website launch and ongoing marketing and optimization.

This timeline depends on timely feedback and content from the City. If the City wants to speed up the website launch, additional hours can be approved as described above.

What's not included

- Advertising spend. Media budgets for Google, Meta and other ad platforms are separate from the retainer and set by the City. The City may pay platforms directly, or Rambletype can bill ad spend at cost with the City's prior approval.
- Photography and video production. (We have access to some stock imagery, but we may need to bill for excessive use of stock images.)
- Printing, promotional items and postage.
- Licenses for plugins used. We anticipate annual plugin license fees for Complianz, RankMath, Divi, Gravity Forms and ADA compliance monitoring software. We can bill those if the City hosts with us.
- Hosting. Hosting is quoted separately below, or we can work with the hosting provider of the City's choice.



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Fees and payment schedule

Item	Fee
Monthly retainer At least 10 hours per month of marketing, branding and website services	\$1,500 / month
Additional hours Only with the City's prior written approval	\$185 / hour
Supported website hosting WPEngine hosting with Smart Plugin updates, Global Edge Security and site monitoring, plus one hour per month of updates and maintenance	\$250 / month
Advertising spend	Not included; set by the City

The retainer will begin on _____. Rambletype will invoice the \$1,500 retainer at the start of each month. Any approved additional hours will be invoiced at the end of the month in which they are performed, with an itemized summary. All invoices are payable on a NET 30 basis.

The retainer continues month to month. Either party may end it with thirty (30) days' written notice, as provided in the Master Service Agreement.

Client		Rambletype LLC
Signature:		
Name:		Christopher H. Muldrow
Title:		President
Email Address:		chris@rambletype.com
Date Signed:		