

**Website for Proposal for**  
The SASY Neighborhood Association  
PO Box 3217  
Madison, WI 53704

Created by Elaine Meszaros of EMGraphics, LLC  
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The following is a proposal to revamp the SASY website to make it mobile-friendly, attractive, and easy to navigate and update.

EMGraphics will rebuild the site in the content management system (CMS) WordPress. WordPress is a stand-alone system (you can install it on any host) that was originally built for bloggers who didn't want to spend a lot of time learning a complex system. The backend of WordPress is still easy and simple to use for virtually any skill level. The front end (what the visitor sees) can be configured to look any way the client wishes. There are hundreds of excellent free and very cheap plugins available that extend WordPress – from carts, calendars, contact forms, photo and video slideshows, membership access and anything else the client can envision.

### **RFP Requirements:**

**Overall Site Appearance and Functionality:** The site will be built in a mobile-friendly theme, making the site attractive and easy to navigate on devices from phones to large screens. "Mobile-friendly" is a rather generic term, but essentially it means that the content of the site reflows/resizes depending on the screen size. Some areas are compacted into a smaller format for phone screens (for instance, mobile menus).

EMGraphics will provide three rough suggested layouts with images, logo, fonts, suggested links, etc. These can be edited, combined, and tweaked for a final look and feel. This final design is then applied to the site theme.

**Home:** EMGraphics will design an attractive new homepage that showcases the neighborhood, and helps visitors quickly and easily find the information they need (based on RFP specs).

**About:** The About section will incorporate much of the current information and additional new content that informs viewers about the neighborhood itself and the neighborhood association.

**Contact:** EMGraphics recommends all emails for SASY be sent via contact forms with human-recognition fields. This greatly reduces the number of spam emails. Multiple forms can be quickly set up, to direct questions to the right committee member.

**Archives:** The archives will include all back minutes, statements and other paperwork in an easily searchable format. Some of this information may be made password protected, so it is only accessible to committee members (if desired).

**Calendar:** There are various options for a calendar or calendars. Many offer the option of multiple users being able to add dates, allow reservations and even take payments. Some discussion may be needed to nail down how much information should be included in the calendar, who will be doing updates, whether an existing calendar needs to be integrated, etc.

**Hosting:** EMGraphics can offer hosting through a reseller package on a local (Verona, WI) host called BriteBytes. Cost is \$8/month, paid yearly.

**Volunteer/Member Usage:** WordPress offers the ability to give users with account access varying levels of control on the site. Basic members can be given access to private information, for instance meeting minutes or a community newsletter. Mid-level users can be given a higher level of access. For instance, volunteers can submit news, calendar events or other items for review. Top level users can approve mid-level users' contributions and also post directly to the site, see payments made, and edit other parts of the site.

**Other Additions That SASY May Consider (Possibly As Later Additions):**

**Business Listing Area:**

At some point, the group may want to add a business listing and business map (rather than just a table), such as this one I used on <https://madisonmusiceducators.org/find-a-teacher/>. Local businesses could pay a small fee to be listed.

**Event Information:**

A section on events in the neighborhood, maps, parking information, event calendar, registration for events, etc.

**Neighborhood-Specific Information:**

Recycling schedules, alternate side parking, school schedules, property tax information and other related information. Essentially, a clearinghouse page of information related to the neighborhood.

**Realty Information:**

Perhaps some links to rental information, (paid?) realtor listings and other property-related information.

**Estimate:**

- Three rough designs/layouts: 3-4 hours
- Creating a theme off the final, refined design and applying it to WordPress: 2-3 hours
- Add current content, images, videos and new content (Approx. 30 pages and around 300 documents). Organize content to be more searchable/user-friendly: 20-25 hours
- Calendar and Maps: 2-3 hours
- Small cart to take payments: 1-2 hours
- Add security plugins, analytics, register in search engines, create user accounts: 2-3 hours
- How-to worksheets for staff on making updates/using the cart: 1-2 hours
- Hosting: \$96/year

Total time: 31-42 hours (\$1550 – 2100)

**Future Optional Additions:**

- Business section: 3-4 hours
- Additional Informational Pages: 2-3 hours

*Note: EMGraphics can do any updates needed on the site. They will be billed at the standard \$50/hr and are billed in 1/4 hour increments.*

*Contract on next page>*

The following is a letter of agreement between the above-named client (referred to herein as "client") has engaged EMGraphics, LLC for the specific purpose of designing a World Wide Web site.

1. SERVICES RENDERED. EMGraphics, LLC agrees to perform following Web design services:

- Create a website for SASY Neighborhood Association

All services described herein are to be performed by EMGraphics, LLC &/or its contractors in accordance with the most commonly accepted standards and practices of the Web Services Industry. That is to say, we will use web site design technologies that are most universally acceptable in order to satisfy the broadest web market possible.

2. COST. The client and EMGraphics, LLC agree that the services described in this contract shall be completed for **31-42 hours (1550-2100)** at \$50 an hour. Additional costs may be incurred by the client should the page creation go beyond the scope of the services specified above. EMGraphics, LLC will make every effort to keep within budget and will give the client fair warning should the project need to go outside the bounds of the above estimate.

3. RUSH JOBS. Jobs deemed rush jobs by the following standards will be billed at a rate of \$65 an hour: deadlines less than 2 business days and/or work to be completed outside standard business hours – weekends, evenings after 6 pm and holidays.

4. PAGE COPY. EMGraphics, LLC is not responsible for the content, spelling, grammar or validity of claims in copy provided by the client. Client will provide all copy for the site.

5. ADDITIONAL SERVICES. The terms and conditions set forth in this document constitutes the sole agreement between EMGraphics, LLC and the client regarding this Web site. Any additional work not specified in this contract must be authorized in writing – email being acceptable. Should the client desire additional standard Web pages beyond the original number of pages specified above, the client agrees to pay EMGraphics, LLC the standard \$50 an hour.

6. PERFORMANCE. EMGraphics, LLC strives to provide prompt service. Emails and phone messages will be returned within 24-48 hours if at all possible. EMGraphics, LLC will make every effort to keep to deadlines agreed upon with the client. However, prompt client response to queries is needed to keep the project on sync with the requested timeline.

7. PAYMENT. Client agrees to pay to EMGraphics, LLC an initial sum of **\$400** upon execution of this agreement. All remaining charges agreed upon and which may accrue shall become due and payable to EMGraphics, LLC monthly until completion and launch of the site. The upfront charge of 30% will be subtracted from the first month's bill. Delinquent bills will be assessed a 2% charge if payment is not received within 10 days of the due date. This charge will be compounded every 30 days until payment is made. EMGraphics, LLC reserves the right to remove Web pages from viewing on the Internet until final payment is made. Should collection activities become necessary, the client agrees to pay all fees relating to said activity.

8. SUBCONTRACTING. EMGraphics, LLC reserves the right to assign other programmers, graphic designs, copy-writers or subcontractors to this project.

9. WARRANTIES AND LIABILITY. EMGraphics, LLC does not warrant that the functions of the web site will meet the client's expectations of site traffic or resulting business. In no event will EMGraphics, LLC or its sub-contractors be liable to the client or any third party for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate these Web pages or Web site, even if EMGraphics, LLC has been advised of the possibility of such damages.

10. TRADEMARKS & COPYRIGHTS. The client represents to EMGraphics, LLC and unconditionally guarantees that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to EMGraphics, LLC for inclusion in Web pages are owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend EMGraphics, LLC from any claim or suit arising from the use of such elements furnished by the client. Upon final payment of this contract, all rights owned by EMGraphics, LLC to the design, graphics, and text in this Web site transfer to the client. EMGraphics, LLC reserves the right to include the finished web site in an online portfolio at [www.EMGraphics.net](http://www.EMGraphics.net)

11. SECURITY. EMGraphics, LLC will take every precaution to provide that the data provided by registrants is secure from outside parties. While EMGraphics, LLC will make every attempt to ensure that this application is secure and that users' data remains private, EMGraphics, LLC will not be held responsible for any security breaches which may become apparent at a later date or by damages inflicted by a third party, such as a hacker.

12. LITIGATION. Any disputes arising from this contract will be litigated or arbitrated in Madison, Wisconsin. This Agreement shall be governed and construed in accordance with the laws of the State of Wisconsin, USA.

Undersigned hereby agree to the terms, conditions and stipulations of this agreement on behalf of his or her organization or business. This Agreement constitutes the entire understanding of the parties. Any changes or modifications thereto must be in writing and signed by both parties.

Date \_\_\_\_\_

CLIENT Name & TITLE - printed: \_\_\_\_\_  
\_\_\_\_\_

Client Signature  
\_\_\_\_\_



\_\_\_\_\_ Date 10/18/18  
Elaine Meszaros, owner EMGraphics, LLC

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