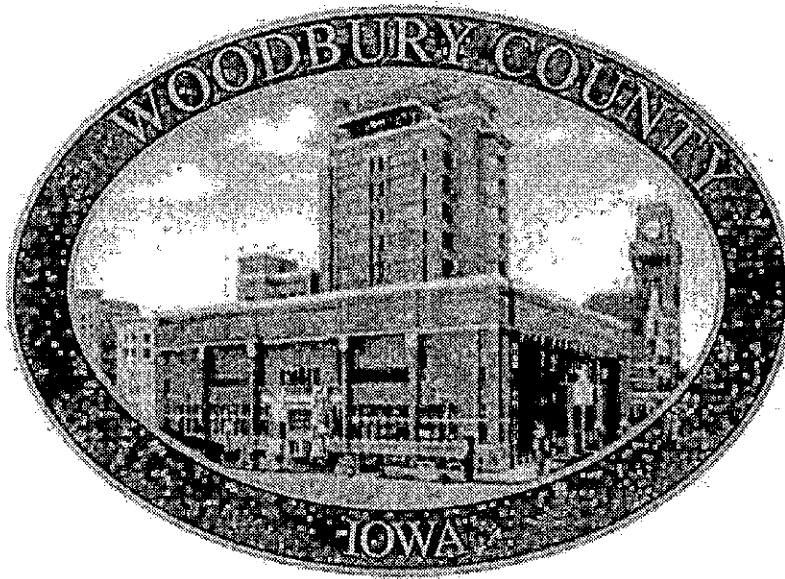


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09/30/14

# REQUEST FOR PROPOSAL (RFP)

WEBSITE AND ONLINE MARKETING CAMPAIGN  
FOR THE  
WOODBURY COUNTY RURAL ECONOMIC DEVELOPMENT DEPARTMENT



## RURAL ECONOMIC DEVELOPMENT

WOODBURY COUNTY  
620 DOUGLAS ST, 6<sup>TH</sup> FLOOR  
SIOUX CITY, IA 51101  
(712) 279-6609  
[DGLEISER@SIOUX-CITY.ORG](mailto:DGLEISER@SIOUX-CITY.ORG)

SEPTEMBER, 2014

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## **1. SUMMARY AND BACKGROUND**

The Woodbury County Rural Economic Development Department is currently accepting proposals to develop, design, launch and host a new web site, and implement an integrated online marketing campaign (strategies for search engine optimization and social media management). The Department's current web site was developed and launched in 2012. It is a Joomla CMS platform hosted on the County's servers and is managed by the County IT Dept. and Rural Economic Development Dept. The Rural Economic Development Department has no search engine optimization or social media strategy. In an effort to achieve more visitors and page views from economic development prospects via the internet, the Rural Economic Development Department has determined that a new website platform and an integrated online marketing campaign is needed. The end product must be user-friendly, relevant, stimulating, and allow for improved interaction among potential clients.

The purpose of this Request for Proposal (RFP) is to solicit proposals from various candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction the Rural Economic Development Department wishes to go.

The Rural Economic Development Department was created in 2005. It is responsible for creating economic opportunities for citizens and municipalities in rural portions of Woodbury County. The department's focus is to promote small business and agribusiness, and to provide assistance with industrial, commercial and residential development projects.

The Department provides:

- Assistance with business retention, relocation and expansion.
- Referrals and resources for start-ups and growing businesses.
- Input and analysis of development concepts and feasibility.
- Customized solutions to support businesses.
- Identification of locations that match business needs.

The Department works with local, state and federal legislators to advocate on behalf of businesses and families in rural Woodbury County. The Department also manages the "Investing in Woodbury County" loan program, which is a 2% fixed rate loan program designed to help start a new business or expand an existing business physically located in rural Woodbury County.

## **2. PROPOSAL GUIDELINES**

This RFP represents the requirements for an open and competitive process. Proposals will be accepted until 5pm CST on September 23<sup>rd</sup>, 2014. Any proposals received after this date and time will not be accepted. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all

costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organizations being contracted. All costs must be itemized to include an explanation of all fees and costs.

Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Woodbury County Attorney's Office and will include scope, budget, schedule, and other necessary items pertaining to the project.

### **3. PROJECT PURPOSE AND DESCRIPTION**

**The purpose of this project is as follows:**

The Woodbury County Rural Economic Development Department's current web site was implemented in 2012 and the current Department Director has determined that it is not effective in providing a thorough description of the Department's services and offerings in a user-friendly online environment. Additionally, the site has no integrated online marketing component. The Director believes that by using current web-based technologies, having a more effective site design and integrating strategies for search engine optimization and social media management, they can provide their clients and potential clients with more information, a more user-friendly environment, and generate more success in creating economic opportunities.

**Project Description:**

The Woodbury County Rural Economic Development is seeking a provider to utilize the latest web-based technology to create a web site that is user friendly, simple to use, provides detailed information about their services and offerings, and is easy to add or modify content. The site design should incorporate the latest key word search practices and maximize "searchability" in all current internet search engines, and it should also incorporate social media platforms and management strategies for optimal online effectiveness.

The finished web site must allow the Woodbury County IT Department to easily integrate the site into the County web site and allow the Rural Economic Development Department to easily manipulate the layout and content in order to allow for frequent changes in the dynamic environment in which they work where things constantly change.

The web site design and layout should be aesthetically pleasing, simple for users to navigate, provide descriptions of all the Department's services, resources, management biographies, demographic information, available properties and contact information. The site must also be completely secure against intrusion. The site should allow users to submit their contact information in order to be added to their list of potential clients to receive regular updates and new developments. Additionally, the site should integrate various social media platforms to provide relevant information on economic development and quality of life opportunities and happenings in Woodbury County, the State of Iowa, the U.S. and abroad.

#### 4. PROJECT SCOPE

The scope of this project includes all design, development, coding, licensing, and hosting of the Rural Economic Development Department's new web site and social media accounts. All text and copy must be approved by the Department Director before being placed online.

The selected bidder will be responsible for planning and conducting a thorough market research portfolio with assistance from the Department Director. This portfolio will analyze all current contacts and determine target demographics for future and potential clients.

The following criteria must be met to achieve a successful project:

- Visually and aesthetically pleasing web site design
- User-friendly environment that is easy to navigate
- Consistency of design across all pages/sections of the web site in a design theme that fits targeted market segment(s)
- Ability to migrate current web content to new web site
- Site can be changed/modified easily by Department personnel with minimal effort
- All software and licensing requirements should be included as part of this project
- Site should be searchable with key word searches based on site content
- Prominent display of the Department logo and contact information throughout all pages of the web site
- Site should be compatible with all current web browsing technology on all devices and easily upgradeable
- Ability to work closely with the Department Director on coordination of project tasks and resources
- Plan and perform a complete testing process on web site, database, and social media accounts in order to ensure functionality
- Hosting of both the web site and database which collects and tracks site visitor information to include:
  - Pages visited
  - Length of page visit
  - Visitor trends
  - Visitor origin URLs
  - Search tool analysis
  - Visitor page maps
  - Site referrals

#### 5. REQUEST FOR PROPOSAL AND PROJECT TIMELINE

##### **Request for Proposal Timeline:**

All proposals in response to this RFP are due no later than 5pm CST on September 23<sup>rd</sup>, 2014.

Evaluation of proposals will be conducted from September 23<sup>rd</sup>, 2014 until September 30<sup>th</sup>, 2014. If additional information or discussions are needed with any bidders during this one

week window, the bidder(s) will be notified. The selection decision for the winning bidder will be made no later than October 1<sup>st</sup>, 2014.

Upon notification, the contract negotiation with the winning bidder will begin immediately. Contract negotiations will be completed by October 8<sup>th</sup>, 2014. Notifications to bidders who were not selected will be completed by October 2<sup>nd</sup>, 2014.

**Project Timeline:**

Project initiation phase must be completed by October 15<sup>th</sup>, 2014. Project planning phase must be completed by October 31<sup>st</sup>, 2014. Project planning phase will determine the timeline/schedule for the remaining phases of the project.

**6. BUDGET**

All proposals must include proposed costs to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC), monthly recurring costs (MRC) or annually recurring costs (ARC). Pricing should be listed for each of the following items in accordance with the format below:

Project Initiation and Planning	NRC	MRC	ARC
Market Research	NRC	MRC	ARC
Site Development/Testing	NRC	MRC	ARC
Site Hosting	NRC	MRC	ARC
Site Training	NRC	MRC	ARC
Social Media Development/Testing	NRC	MRC	ARC
Social Media Training	NRC	MRC	ARC
Maintenance	NRC	MRC	ARC

NOTE: All costs and fees must be clearly described in each proposal.

**7. BIDDER QUALIFICATIONS**

Bidders should provide the following items as part of their proposal for consideration:

- Description of experience in planning, building, and hosting web sites for economic development organizations (EDOs).
- Description of experience in planning, implementing/managing social media platforms for EDOs.
- Examples of EDO web sites designed and implemented by your organization.
- Examples of EDO social media campaigns implemented/managed by your organization.
- Testimonials from past clients on web site building and hosting work
- Testimonials from past clients on social media work
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Timeframe for completion of the project.
- References

## **8. PROPOSAL EVALUATION CRITERIA**

The Rural Economic Development Department will evaluate all proposals based on the following criteria. To ensure consideration for this RFP, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project
- Previous work: Bidders will be evaluated on examples of their work pertaining to web site design and hosting, search engine optimization and social media strategy, as well as client testimonials and references
- Value and cost: Bidders will be evaluated on the cost of their solution(s) based on the work to be performed in accordance with the scope of this project
- Technical expertise and experience: Bidders must provide descriptions and documentation of staff technical expertise and experience

Each bidder must submit their proposal to the email address below by 5pm CST on September 23<sup>rd</sup>, 2014. Questions should be referred to the Director of the Rural Economic Development Department, David Gleiser, at: (712) 279-6609, or: [dgleiser@sioux-city.org](mailto:dgleiser@sioux-city.org).



## Woodbury County Rural Economic Development

**Prepared For**

David Gleiser  
Woodbury County Rural  
Economic Development  
Department

**Created By**

Beth Trejo  
Chatterkick  
712-226-2428  
beth@chatterkick.com  
<http://www.chatterkick.com>

## Introduction

### CHATTERKICK

Dear David,

Chatterkick is a Social Media agency specializing in creating more visits and leads for websites via inbound and social content marketing. Woodbury County Rural Economic Development Department is the force behind creating economic opportunities for citizens and municipalities in rural portions of the county. Chatterkick (hereinafter, the "Agency") presents the following proposal for specific inbound/content marketing and development services related to content creation, SEO, lead conversion, social media engagement and analytics to the Rural Economic Development Department (hereinafter, the "Client.") to increase functionality and marketing in order to drive visits, leads and conversions. We would be happy to showcase our successes specifically with working with cities and EDO's and would love to meet with you in person to discuss case studies.

This proposal has 2 options and packages presented with the overall goals to increase awareness and generate more success in creating economic development opportunities by expanding the online presence. We would highly recommend taking an integrated approach to increasing the County's online footprint. If further interested in this proposal, simply check the package that interests you.

#### Overall Deliverables

The following are the overall deliverables for the engagement.

**Development:** Migration of Woodbury County Rural Economic Development Department landing pages to Squarespace. New transactional landing pages, page content and blog content to be hosted and managed via content management system (CMS). With the tools available through Squarespace and google analytics, the County would be able to identify pages visited, length of visit, visitor trends and URL's. Geographic information such as search tool analysis, site referrals and page maps are also included in this package.

Squarespace is a multi-faceted web management platform consisting of an 'easy to use' back-end and online marketing features such as search engine optimization, call to action forms and integration, eMail alerts and integration with full analytics. These sites are incredibly easy to change and manage and would not need a website maintenance package unless desired.

**Thought Leadership, Expertise Branding: Search Engine Optimization Metadata** implementation for best exposure on search engines, inbound link optimization for blog posts and establishing authority as well as a combination of paid social and digital advertising.

**Social Media:** Integrating and enhancing social media platforms with respect to blog content connectivity and distribution. We would also include a competitor monitoring tool to keep tabs on what others in your industry are doing.

Sincerely,

Beth Trejo

Chatterkick

## Our Team

### MEET THE TEAM

## Pricing

### Pricing

Services			
Name/Description	Price	Qty	Subtotal
<input type="checkbox"/> Monthly Social Media Retainer	\$1,000.00 / Month	1	
Full management of Facebook Page (or 1 Platform)			
<ul style="list-style-type: none"> <li>o Fan Engagement</li> <li>o Check Notifications Daily and Respond to Actions When Appropriate</li> <li>o SPAM Monitoring and Removal</li> <li>o Custom Branded Graphics</li> <li>o Post Creating &amp; Formatting</li> <li>o Monthly Photos &amp; Images - Edited and Posted</li> </ul>			
Ad Creation & Monitoring (\$150 of ads including in this package)			
			\$1,000.00
<ul style="list-style-type: none"> <li>o Ad Design</li> <li>o Ad Copywriting</li> <li>o Advanced Targeting &amp; Market Interest Research</li> <li>o Ad A/B Testing</li> <li>o Promoted Post/Tweet/Pin Management</li> <li>o Consulting and Strategy Planning</li> </ul>			
Analysis of results through analytics. Google Analytics also included if applicable.			
<ul style="list-style-type: none"> <li>o Monthly report on social media channels</li> <li>o Strategy adjustment (if needed)</li> <li>o Social media consulting &amp; advising</li> <li>o Marketing plan assistance</li> </ul>			

**OPTION 2 Monthly Social Media Retainer-Multiple Platforms**

\$2,499.00 / Month 1

**Social Media & Community Management**

- o General social media strategy and social media training
  - o 1 hour training per month
  - o Inbound calls for questions and help will be included (but not to exceed 3 hours per week)
  - o Formal analysis of current marketing deployment, social strategy development and integration
  - o Social media account management and daily responsibility, including Facebook.
  - o 1 large group presentation every 12 months with a maximum of 2 hours per session
  - o Facebook Fanpage page design and implementation, includes 2 different designs
  - o Development and execution of a social content calendar which is presented in advance each month
  - o Management of posting - We will be posting 3-4 times per week on Facebook & M-F on Twitter, LinkedIn posting will vary based on relationship with company and individual accounts.
  - o General text, photo, video and other posts to Social Media sites
  - o Management of Blog - This includes a 2-3 paragraph post. We will be posting once per week. **\$2,499.00**
  - o Also includes responding to comments
  - o Cross channel flow consulting from all media sites including website, Facebook, Twitter, LinkedIn etc.
  - o Google+ Corporate Page with friend management and circle creation
  - o Management of Facebook advertising and custom audience selection targeting specific industries and sites
  - o Blog promotion management with third-party tools such as LinkedIn Publishing platform
  - o Analysis of results through analytics
- Social Advertising Management (\$500 of ads including in this package)**
- o Ad Design
  - o Ad Copywriting
  - o Advanced Targeting & Market Interest Research
  - o Ad A/B Testing
  - o Promoted Post/Tweet/Pin Management
  - o Consulting and Strategy Planning

**Ebook/Whitepaper**

\$600.00 / Fixed

- o WhitePaper/EBook Downloads (1 every 6 months)- Whitepapers for download, email delivery and lead nurturing are key to establish thought leadership within your industry:

\$600.00

**Subtotal:**

Product			
Name/Description	Price	Qty	Subtotal
<input type="checkbox"/> Responsive Website	\$3,500.00	1	
<ul style="list-style-type: none"> <li>o Custom designed home page and content pages.</li> <li>o Up to 15 pages</li> <li>o Form Development</li> <li>o Google analytics integration</li> <li>o Multi-media integration</li> <li>o Basic SEO setup</li> <li>o Social Network Integration</li> <li>o DNS - Domain migration (tech talk for making needed domain changes)</li> <li>o Blog Integration</li> <li>o Content to supplement your current text</li> <li>o Fully Responsive Design (elastic site)</li> <li>o 1 hour training or Mock-up (Back end and how to make changes/add text)</li> <li>o 1st Year of Hosting Included in Package (additional monthly fee ranges from \$8 - \$20 month)</li> </ul>			\$3,500.00
			Subtotal:

\*The backend and login information will be released once the site is paid for in its entirety.

**Total cost:**

## Agreement

### TERMS AND AGREEMENT

1. All expenses that exist outside the scope of this contract must be pre-approved by the client. Upon approval client agrees to pay for all out-of-pocket expenses incurred by the Agency during the engagement.
2. All software costs such as Squarespace and Paid Advertising are outlined in this agreement.
3. Client agrees that any changes made to the specifications stated in this agreement may affect the original estimate.
4. The ongoing support for the web site by the Agency is by mutual agreement.
5. All content (text, photo, multimedia) must be delivered to the Agency in digital format.
6. The Client grants the Agency the right to use the web site and the work detailed herein for promotional purposes.
7. The Client agrees to a 12 month time frame starting on the acceptance date of this agreement.

## Reviews & Experience

### Experience in Working with EDO's

#### Past/Current Clients & Partners

- Iowa Economic Development Authority
- Sioux Gateway Airport
- Siouland Chamber of Commerce
- South Sioux Chamber of Commerce

- Akron, Iowa City Recruitment
- Northwest Iowa Power Cooperative
- Board Member for Home Base Iowa
- Missouri River Historical Development
- Site Selector Research Project

## What Our Clients Say...

"Our experience with Chatterkick was excellent, they are incredibly timely and responsive. The content they develop is solid and engaging, and they back it all up with good quantitative measurables so it is easy to sort out what worked well."

*Dave Bernstein, Chair of Sioux Gateway Airport Board & President State Steel*

"While we certainly recognize the ever-increasing importance of social media, as a very small organization with limited human resources, we lack the ability to monitor and maintain the type of social media presence we strive to consistently represent to our members. Thus, when a public relations crisis, which was fanned by social media, struck one of our community's leading employers, we turned to Beth Trejo and Chatterkick for their experience and expertise to help us successfully and rapidly communicate via these emerging media platforms."

*Chris McGowan, President, Siouxland Chamber of Commerce*

"In this day and age, social media is not only a key tool in any well thought out marketing plan, it is an absolute requirement. The day to day engagement only has become an absolute science that I can happily attest to, Chatterkick has become experts at, therefore I consider myself fortunate to have found and developed a relationship with [Chatterkick]. The days of just hiring a simple intern to look at the socials sites are long gone. Intensive strategy and creative dialog are required continually and you need a strong social media team tending to this with a fierce resolve to not only protect the brand, but expand it. Since we have met, I have truly valued our relationship and I look forward to working with Beth and the rest of Chatterkick on the many projects we have in front of us."

*Michael Fuller, Executive VP of Development, Warner Group*

"Beth and her team at Chatterkick have a knack for stirring up conversation for the betterment of our brand through social media channels. Using current trends and best practices, Chatterkick has helped The Maids improve our social media strategy and engage prospects and customers in online dialogue. Additionally, Beth has provided ongoing training and support for our system of over 150 franchise owners so they too can be knowledgeable and feel comfortable in the social media space."

*Amy Olson, The Maids International*

"Chatterkick has been a huge time saver for me. The mix of informative, educational, entertaining posts to our Facebook not only keep our audience engaged, but also interactive. Cannot wait to grow in creation of our complete web based marketing and email blasting."

*Shelly Bennett, Family Health Care of Siouxland*

"Chatterkick helped us identify an audience group that we would otherwise not have been able to find and connect with. They were able to give us recommendations on how best to reach our target audience and which platforms made the most sense for us to be a part of in order to effectively engage with that group. We have been able to implement a social media sales strategy based on the information and recommendations that Chatterkick provided."

*Brooke M, Iowa Economic Development Authority*

"We have asked Beth Trejo from Chatterkick back several times to our electric cooperative communicators group because she has practical, easy to understand advice about getting started in social media. Her No. 1, most-valuable tip is to create an editorial calendar and work ahead! It's done wonders for me."

*Cathie Shively, NIPCO*

## Site Selector Study

Signed by:

\_\_\_\_\_  
Woodbury County Rural Economic  
Development Department

\_\_\_\_\_  
Date

*EDsuite is a web design and development firm that is strictly dedicated to the economic development industry.*

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PROPOSAL FOR  
Woodbury County Rural Economic Development Department



*EDsuite is a web design and development firm that is strictly dedicated to the economic development industry.*

Tuesday, September 23, 2014

David Gleiser, Director  
Woodbury County Rural Economic Development Department  
dgleiser@sioux-city.org

Dear David,

We are honored to have the opportunity to discuss working with you and the Woodbury County Rural EDD in the development of your website. We believe that developing a website with our EDsuite V3 toolset will enhance your economic initiatives in Woodbury County. In this proposal, we are providing the information and pricing needed to visualize how this new website with EDsuite's tools would be a valuable asset to the economic development of your area.

We feel confident that this new system will help you achieve a completely new look and feel with advanced functionality for your EDC. We are proposing a completely new site with brand new visual elements, a fully capable user-friendly Content Management platform and the V3 toolset, as well as mobile optimization that will allow your site to compete in the ever growing culture of mobile web traffic.

Please take your time in reviewing this proposal. If you have any further questions or concerns, please feel free to contact myself, or Justin Rector, and we will be glad to help. You can reach us at 866.290.3277, or by email at [justin@EDsuite.com](mailto:justin@EDsuite.com) or [holly@EDsuite.com](mailto:holly@EDsuite.com).

Sincerely,



Holly McKnight  
Marketing Coordinator

# EDsuite Qualifications

4 of 24  
**EDsuite**

EDsuite.com | 866.290.3277  
1001 Synergy Blvd., Suite 200, Kilgore, Texas 75662

## *Brief Company Overview*

EDsuite has been providing website design and development services since 2004. Exclusively serving the Economic Development sector, our team has created award-winning websites across the US for local communities, regional and state organizations. In addition to traditional websites and Content Management Systems (CMS), EDsuite has developed a series of toolsets engineered to make the job of the professional economic developer more efficient and productive.

Currently, there are over 125 communities utilizing these web-based tools in 16 states across the country. We are also proud to serve larger regional and statewide organizations like TeamCalifornia, Location Georgia, Rio South Texas, The Texas High Ground, and the Texas Economic Development Council.

EDsuite provides a multitude of marketing and multimedia services including but not limited to:

- Design services including website, print, corporate identity, application design and much more
- Development services such as basic HTML programming, database development/programming, Content Management System Implementation, application development
- Application development both for Apple iOS and Android
- Social networking integration and consulting

EDsuite operates out of the beautiful and fully equipped Synergy Park facility. Whether it's an in-person meeting in our conference room, or a remote video chat, EDsuite has the professional attitude and atmosphere you want from a technology firm.



# EDsuite Qualifications

5 of 24  
**EDsuite**

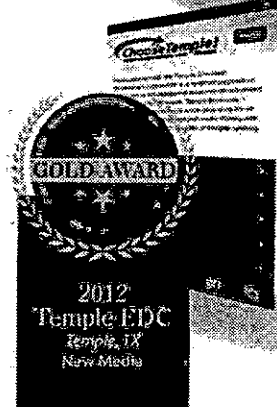
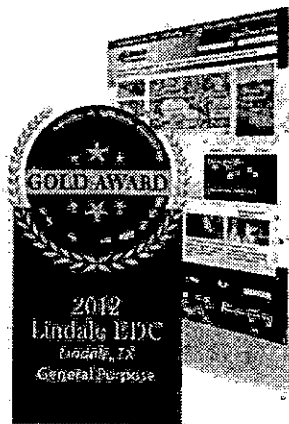
EDsuite.com | 866.290.3277  
1001 Synergy Blvd., Suite 200, Kilgore, Texas 75662

INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL  
**EXCELLENCE  
IN ECONOMIC DEVELOPMENT  
AWARDS**

## Recognition

After being recognized by the International Economic Development Council for creating the best website for communities up to 200,000 people for Longview, Texas, the development team decided that there was a need to provide this same technology to other economic development organizations nationwide. Since that first recognition, EDsuite has been recognized again and again for our innovation and creativity:

2013



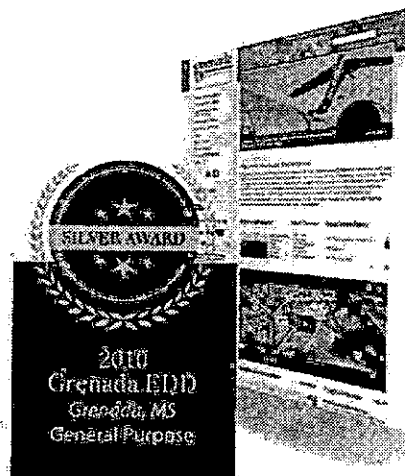
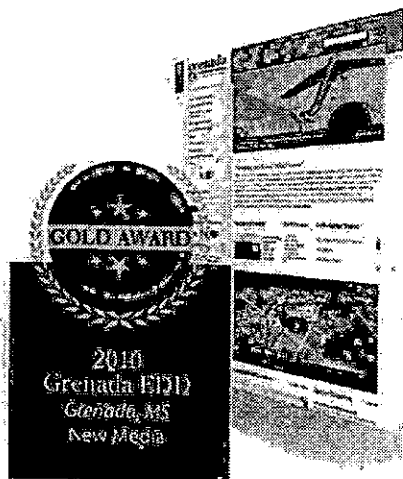
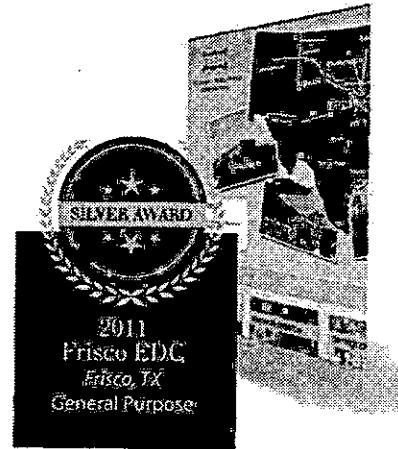
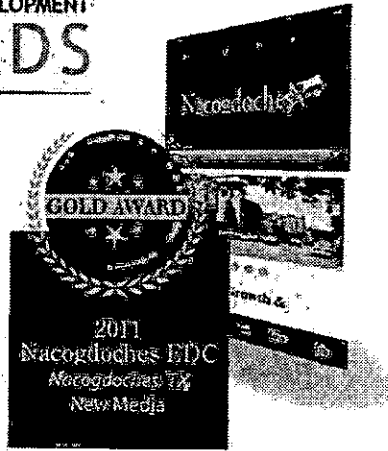
# EDsuite Qualifications

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**EDsuite**

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1001 Synergy Blvd., Suite 200, Kilgore, Texas 75662

## Recognition

INTERNATIONAL ECONOMIC  
DEVELOPMENT COUNCIL  
**EXCELLENCE  
IN ECONOMIC DEVELOPMENT  
AWARDS**

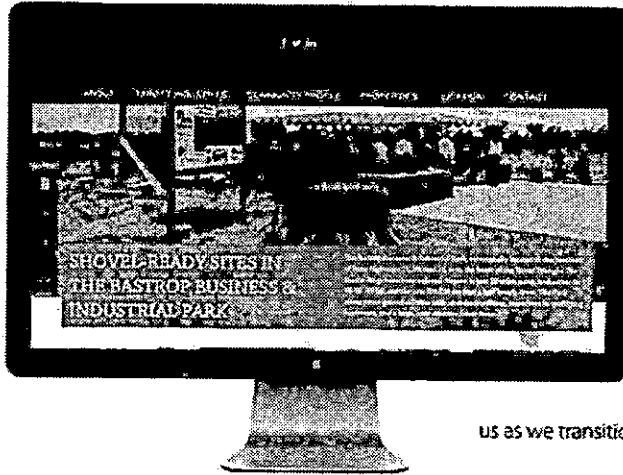


# EDsuite Qualifications

7 of 24  
**EDsuite**

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1001 Synergy Blvd., Suite 200, Kilgore, Texas 75662

## Testimonials & References



"You cannot touch EDsuite's service "after" the sale. I have worked with EDsuite on several projects over the years and have never heard a complaint uttered about their product or customer service:

In researching companies, I knew others would have a tough time competing with EDsuite on service after the sale. They have worked to make tweaks to our design even after we went live. They delivered a website that is extremely flexible and fits the needs of our growing organization. My staff and I can make changes on the fly without having to reprogram the entire site.

The EDsuite staff continues to be responsive to our needs and often offers helpful suggestions to improve the site performance. They also proved to be very patient with us as we transitioned to the new site and learned the new backend interface."

*Dave Quinn, CEO, Executive Director  
Bastrop Economic Development Corporation  
(512) 332-8870 dquinn@bastropedc.org*



"EDsuite is by far the most talented and efficient ED website development team I have encountered in this line of work. Their ability to understand the vision of the community and translate such vision into a professional and efficient product is one of the most valuable assets they brought to the table."  
*Cynthia Hernandez, Executive Director  
Belton, Texas Economic Development Corporation  
254.770.2270 chernandez@beltonedc.org*



"EDsuite was very flexible to work with and were always open to improvements and suggestions. I am convinced EDsuite works with the customer in mind and that made all the difference for us. We are very pleased with the end product and look forward to continue working with them in the future."  
*Pablo Diaz, Executive Director  
Grenada, Mississippi, Economic Development District  
(662) 229-9502 pablo@grenadameansbusiness.com*

# EDsuite Qualifications

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**EDsuite**

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1001 Synergy Blvd., Suite 200, Kilgore, Texas 75662



**Justin Rector**  
*Vice President*

If you had told me that one day I would be the Vice President for a nationally recognized website development firm, I would have had a hard time believing you. It's humbling, and at the same time motivating, to know that I have responsibility in overseeing major projects for high achieving clients in over 16 states around the country.

Before joining EDsuite, I attended LeTourneau University where I earned a degree in business administration. I worked my way through college by co-owning and operating a landscaping/maintenance business. After graduating in May 2008, I joined EDsuite and have not looked back! I have been completely immersed in the economic development industry and am very familiar with the issues that economic developers struggle with on a daily basis.

As Vice President, I am responsible for the day-to-day operations and oversight of all existing clients and active website development projects. I have a passion for serving people and making sure that our clients thoroughly enjoy their experience with EDsuite. I married my highschool sweetheart, Samantha, in May 2008. We have two beautiful kids Andrew and Mary McKenzie.



**Holly McKnight**  
*Marketing Coordinator*

Craft doer, Dog lover, And salsa craver (on chips, not the dance floor), I graduated with a Bachelor's degree in Advertising Design from Stephen F. Austin State University, and have over 10 years experience in graphic design and layout in the print industry, with a strong emphasis in magazine art design. I've been apart of the EDsuite team since February 2011 and not a day has gone by that I have not grown deeper with knowledge of the economic development industry.

Since becoming the Marketing Coordinator of EDsuite, I am focused primarily on all team tasks such as assisting with developing the growth of the company through our own website and marketing materials, fulfilling proposed inquiries from new clients, and planning and coordinating events.



**Joel Soape**  
*Client Relations*

My journey through life leading me to Kilgore and EDsuite has been full of diversity. I grew up in New Braunfels, Texas and moved to Longview to go to college. After graduating I had an incredible opportunity to spend some time in Europe before moving back to Longview and getting engaged to my beautiful fiance. I began working with EDsuite in May of 2012 as the Client Relations Representative after graduating with a Bachelor's degree from LeTourneau University.

I really love my job because I get to work directly with our clients to help them get the most out of their website and to resolve any difficulties they might run into on a day-to-day basis. People and relationships are really what I am passionate about and I enjoy every opportunity I get to spend working with them. My goal is that each client has the best possible personal experience working with EDsuite as we seek to serve their needs in the vital economic development industry.



# Website Development

## Step 1: Design

We feel confident that given the opportunity we have the ability to provide a stunning make over for your organization's website. We are proposing a complete start from scratch re-design of the website layout and visual components.

### Design Scope

- Initial market research and consultation for project parameters.
- Original front & internal page layout for review and revision.
- Internal page templates.
- Use of client supplied copy, pictures auxiliary data to be displayed on static pages.
- Custom illustrated map to show your geographical location.
- Online approval process until completely satisfied - sign off on design phase before programming phase.

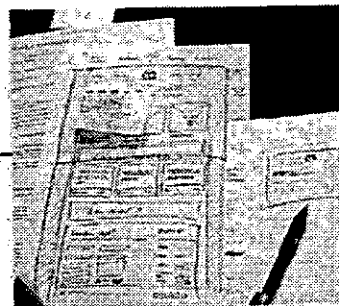
### We will:

1. Listen to the input of the EDC, hear the concerns of the staff.
2. Ensure that the navigation is easy to use and makes sense to site selectors and business owners looking for the information they need.
3. Effectively demonstrate your geographic location somewhere on the opening page.
4. Make sure that the design will conform to the technical requirements of the Content Management System and the new EDsuite tools.
5. Code the site using CSS technology to ensure a longer shelf life.
6. Place primary contact information on the opening page.
7. Optimize the site as best as we know how to ensure high placement in search engines.

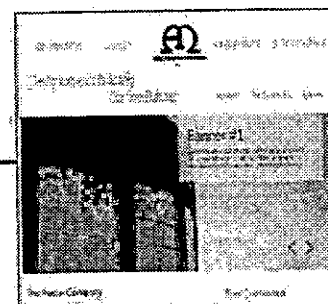
①



②



③



④

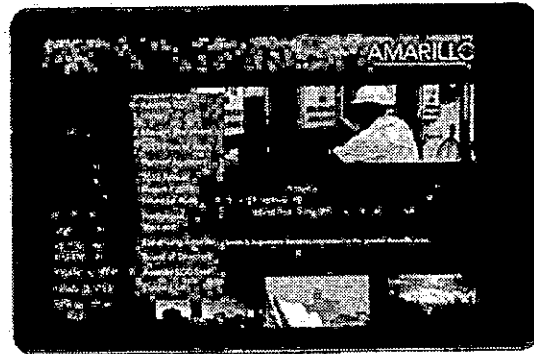


Design Cost:  
\$2,100

# Website Development

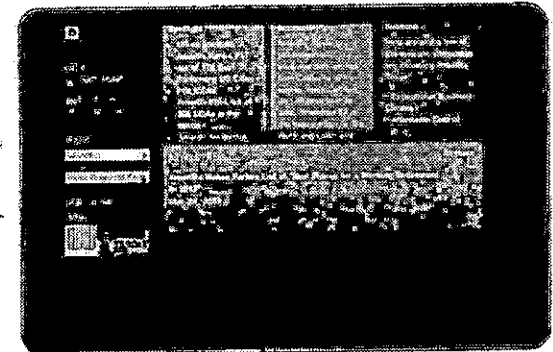
✓ Visually appealing style and layout

Industry standard navigation terminology



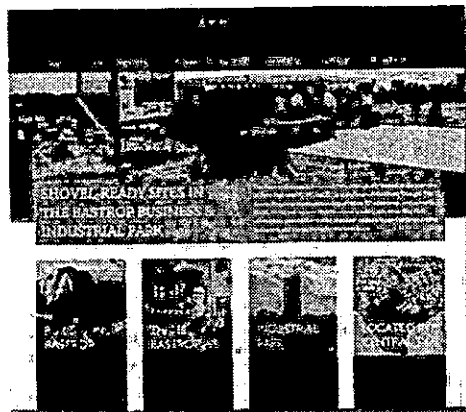
Geographical Orientation

Easy access to information, i.e. keyword search, available property search on the opening page, etc.

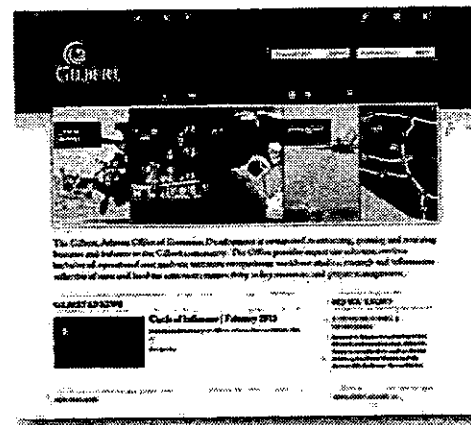


Contact Information

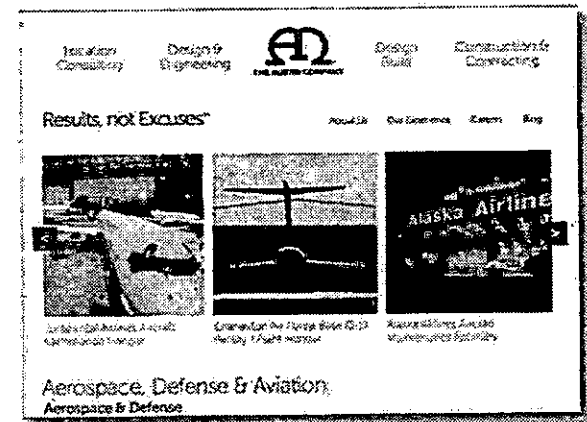
## Design Examples



**BastropEDC.org**  
 Bastrop, TX



**GilbertEDI.com**  
 Gilbert, AZ



**TheAustin.com**  
 The Austin Company

A complete design portfolio is available on our website at <http://www.edsuite.com/our-work>

# Website Development

## Step 2: Development

### *HTML Coding Includes:*

Once the design has been approved that design will need to be coded or programmed into a functioning website. When coding websites we will use the latest technology available. Specifically with this design we will use CSS which will give you the greatest flexibility down the road if there are any changes or additions that need to be made to the site.

When programming the site, we will:

1. Take special care to ensure that the site is optimized to the best of our ability, making it as visible as possible to all search engine platforms.
2. Utilize the latest technology available to us to make the site as stable as possible.
3. Ensure that the site will be visible to all major internet browsers with little or no distortion, i.e. Internet Explorer, Firefox, Safari and Chrome.

### *Programming Scope*

- Coding of approved design, navigation and internal pages
- Coding rotation script in accordance with any design requirements
- Testing on all major platforms and browser versions

### *Content Management System*

As technology advances and controlling your website content becomes standard, we know our clients expect to stay ahead of the pack. With this in mind, we've greatly enhanced EDsuite V3 framework by delivering a stunning new Content Management System. Coding includes our Content Management System. Some of the standard features include but are not limited to:

#### *Summary of features:*

- Multi-level user access and role management
- Primary and sub-navigation control
- Customized professional design
- Integrated Property, Community Profile & Proposal Toolsets
- "On-page" edits without requiring an administrative page
- Full HTML editing options
- Secure administrative environment
- Dynamic site-map page
- Blog compatible
- Printer friendly pages
- Customized page templates
- Bread crumbing navigation
- Advanced media library management
- RSS management tools

*This CMS will allow you to take control of every page within your website, add new section/pages, even control your navigation!*

HTML Coding/Programming plus Installation of CMS Cost:

**\$2,218**

*Once the new website is coded and in place, EDsuite will migrate the existing website content to the new site, making it ready for publication.*

# Website Development

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1001 Synergy Blvd., Suite 200, Kilgore, Texas 75602

## *Content Migration/Original Placement*

Included within this proposal is an optional Content Migration plan. Content Migration is taking the existing content that is found on your current website, and physically placing it or typesetting it into the empty shell of your new website. This is a task that requires someone to go through the website page by page, copy and paste the information, then modify the information to get the best visual layout for the new website. It may require restructuring tables and charts, updating information as directed by EDC staff and also placing fresh new content as provided by EDC staff. This process also includes moving or creating each individual property listing into the EDsuite Available Property tool.

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Cost Package:

\$1,625

# EDsuite V3 Tools

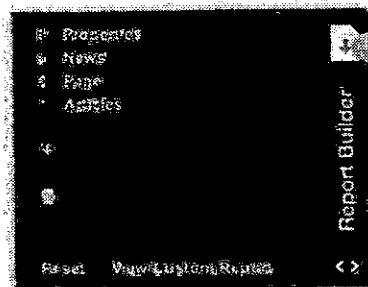
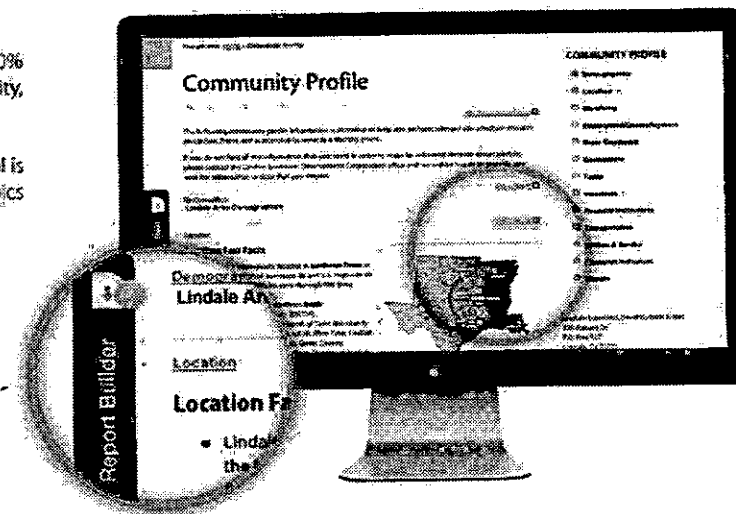
## Community Profile

Our Community Profile tool has made it easier than ever before to take and maintain complete control of 100% of your demographic data. This tool allows you to easily update your information, provides unlimited scalability, gives you the ability to use parent and child navigation and much more.

Most recently, this amazing tool has seen new improvements and functionality primarily in the way the tool is managed in the administrative area. For example, changing the navigation structure of the individual topics within the tool are as easy as click - drag - and drop where you want them!

### Summary of features:

- Full expandable navigation
- Custom Report Builder Integration
- Automatically detect and establish download to .CSV links for data tables
- Content 100% editable by EDC Staff
- Add, edit or delete individual topics
- Add images to content to support data
- Easy third party demographic integration
- Click and drag menuing
- Mobile friendly



## Custom Profile Builder

The EDsuite Custom Profile Builder Tool enables any website visitor to 'grab' data from throughout your website, and build their own custom report. This tool works in tandem with the Community Profile, Sites and Buildings and News Content. Now Site Selectors and prospects are able to collect relevant information quickly and easily AND in a usable format.

No longer do they have to 'cut & paste' critical information and figure out how to use it in their analysis. When they are finished collecting relevant information, they simply print, convert to PDF or email the report to themselves.

Most recently the Custom Profile Builder interface has had a facelift to make it much more intuitive and user friendly. Upon selecting information to be included in the custom report the tool uses push technology to alert the user that the information has been included in their custom report. The actual interface is built to 'follow' the user as they navigate throughout your website collecting information about your community. Once the user is finished collecting relevant information, they can view their report which includes appropriate design and branding elements that match your website and brand attributes.

### Summary of features:

- Click & Grab relevant content from your site
- Build professionally designed reports that match your website
- Rapid response from consultants and prospects
- Data mobility via smartphone and other mobile devices
- On-demand PDF conversion
- Mobile friendly

# EDsuite V3 Tools

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**EDsuite**

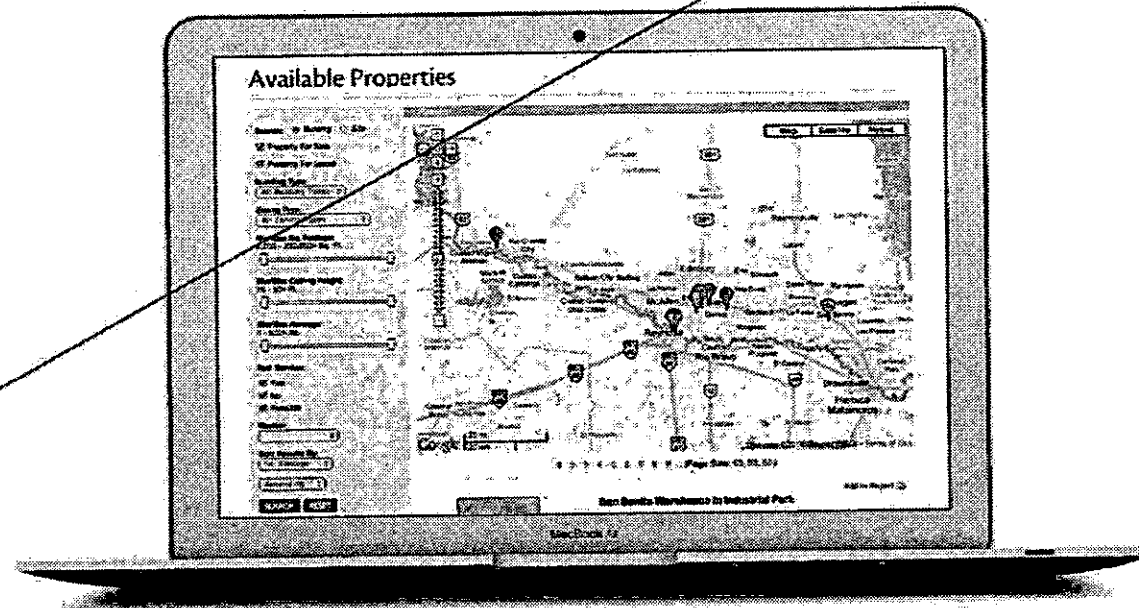
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## ***Available Properties Tool***

EDsuite's Available Property Tool is the perfect solution to the need for economic development organizations to publish, edit, and otherwise maintain their available property listings in and around their community. Advanced filtering and Google API Integration makes EDsuite's Available Property tool a perfect fit for those unable to budget for full GIS-based systems. Using open source technology, we've customized a user friendly, fast loading property tool that enables visitors to quickly filter their specific building or site needs to the perfect match. By using Google API Mapping, we've layered and plotted your specific property information in a visually pleasing format that the general population is already accustomed to using. Fast, effective, and cost efficient. All properties are easily updated within the EDsuite V3 content management system administrative area. If a site visitor finds a particular property of interest, they can add the property to their custom report as well.

## ***Summary of Features:***

- Google API Mapping integration
- Real-time search results (no page loads!)
- User friendly buttons and display
- Designed to match your website
- Custom Report Builder integration
- Mobile friendly



*\*WCREDD has shared that they will not have a need for the Property Tool. EDsuite will implement their property search tool through LOIS into their new site.*

# EDsuite V3 Tools

## Available Properties Tool, cont.

### New V3 Feature

The EDsuite V3 Available Property Search Filter allows visitors to see volume relative to their search as they are adjusting the search filter. As you can see in this example the visitor is now able to make decisions about their search based on the contents of the database. Before users were "blind" to the full database and perhaps could have walked away from a search without making one final adjustment which would have included 4 more property listings to view as seen in this example.

*Number of property listings meeting this criteria, pulled directly from your available property database.*

**Search Our Sites and Properties**

Search  
 Building  
 Site

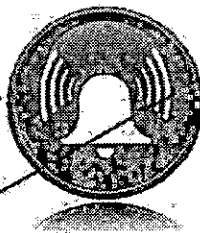
Min/Max Sq. Footage  
77,000 - 125,000 Sq. Ft.

Min/Max Ceiling Height  
16 - 50+ Ft.

Show Results Reset

4 results matching your query

### New V3 Feature



With EDsuite V3 we also added a **Property Verification** feature to the Available Property tool. Once a property is published in the system, a 6-month clock begins. Once that 6 months has expired, the system will email the person responsible for that property and require verification that the property listing is still active and should remain on the website, or if it is no longer available be archived. Once the original verification email is sent, the person responsible for that listing has 2 weeks to verify the listing or archive it where necessary. At no point with the EDsuite Available Property Tool delete any property listing from your system or account.

# EDsuite V3 Tools

### Online Proposal System

EDsuite was the first to provide an online proposal system specifically created for economic developers. With our latest generation EDsuite V3, we are providing the perfect balance between efficiency, appearance, security and speed!

Because all of your website content is available to easily drop into a proposal, we've turned a laborious process of responding to RFP's into something that can literally take minutes. By easily compiling existing data on the fly, inserting custom data with our ultra easy editor, your prospect will be both astonished at the delivery time and impressed with the professional packaging of a customized website created just for them.

### Summary of Features:

- 100% Web Based Proposals Avoiding Large Email Attachments
- Insert Links, Images, Videos, with our User-Friendly Editor
- Copy and Modify Existing Proposals
- Manage and Track Proposals
- Secure Login Provided for Each Prospect
- Professional Proposal Design that is a Customized Website!
- Fully Expandable Navigation
- Click and Drag Navigation Items
- Mobile friendly

### New V3 Feature

Online Proposal System Tracking has also been consolidated and now provides a summary of activity such as the number of times a proposal has been printed, converted to PDF or sent by email.

WHEN LAST	TOTAL COUNT	WHAT
17/06/2013 18:14:00	122	Viewed
14/05/2013 02:00:52	1	Send email
17/01/2013 16:42:10	7	Print page

WHEN	WHAT	WHAT
17/06/2013 18:14:00	10.0.1.7	Viewed
07/06/2013 10:31:32	10.0.1.18	Viewed
06/06/2013 16:37:29	10.0.1.15	Viewed
24/05/2013 07:31:04	10.0.1.7	Viewed
24/05/2013 17:06:32	10.0.1.20	Viewed
24/05/2013 16:22:09	10.0.1.7	Viewed
24/05/2013 16:04:11	10.0.1.20	Viewed
24/05/2013 16:04:59	10.0.1.20	Viewed
24/05/2013 16:04:45	10.0.1.20	Viewed
24/05/2013 16:04:40	10.0.1.20	Viewed

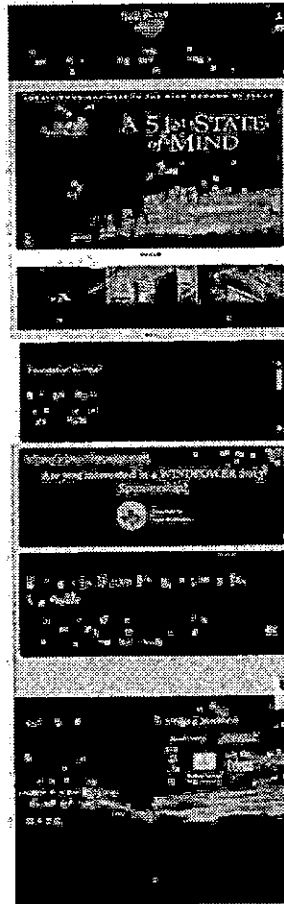
# EDsuite V3 Tools

## *Responsive Design*

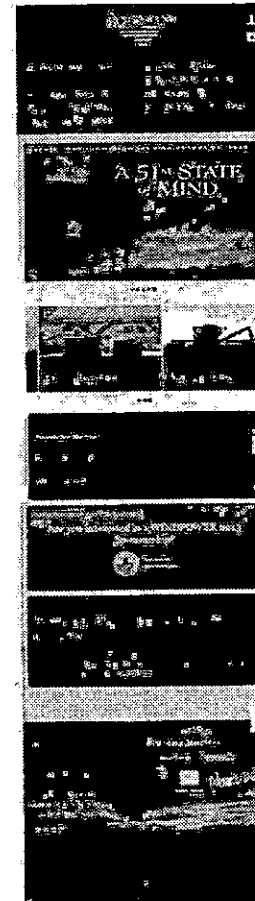
Responsive Design is the practice of designing websites with the understanding that they will be used on mobile devices. Once the website is "called up" on a mobile device it will optimize itself to be viewed properly for that particular device. An example of the various versions of the same website can be seen here.



Desktop



Tablet



Smart phone

# EDsuite V3 Tools

## *Communication Tools*

EDsuite understands the importance of effective communication with not only your target industry representatives, but also with your community stakeholders and residents. As technology and more specifically social media has developed over the years, we have certainly kept pace and now have a multitude of options for every economic development organization.

EDsuite's latest tool release V3 is capable of incorporating any of the following social media portals into your new custom website:

- Facebook
- Live Twitter feeds
- LinkedIn
- YouTube
- News & Press Releases and/or RSS News Feeds
- Blog
- Electronic Newsletters

# EDsuite V3 Tools

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Pricing for EDsuite Tools:	One-Time Cost	Annual Cost	Total Cost
EDsuite tools as listed above:	\$5,183	\$2,399	\$7,582.00

*\* One-time Setup. This is the cost for "purchasing" the tools and for having them initially setup and configured on your new website. You are essentially purchasing years of expertise and development. Without the establishment of a one-time setup and an annual license the cost for purchasing this technology outright would be in the \$40-50,000 range based on the time and effort that we have put into this product over the past 8 years.*

*\*\*Annual License. The Annual License is necessary for several reasons. First and foremost it allows us to completely support the tools while in use. So what does that mean exactly? Being fully supported means that at any time if there is an issue with using the tools, or managing the website we will be available to you to assist in making sure that your task is completed quickly and easily. Even though we will train you and your staff on how to use the tools and manage the website, because of the Annual License, we will always be here to help in any way. So if you call two or three times a month with questions or needing assistance, we will provide that assistance without charging an hourly rate or sending a bill for those services. Of course this support would not cover any new development outside the scope of the website project listed above. For example if you wanted to design a new brochure or completely modify the physical structure of the website or anything of that nature of course that would not fall under the Annual License of the EDsuite tools.*

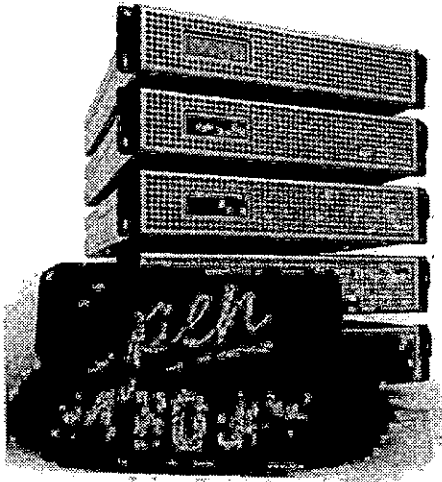
*The Annual License is also in place so that we can upgrade the tools. As we discover better ways of doing things, or new technology comes out, we periodically will upgrade our clients with those minor updates and upgrades at no additional cost.*

# Hosting

21 01 24  
**EDsuite**

EDsuite.com | 866.290.3277

1001 Synergy Blvd., Suite 200, Kilgore, Texas 75062



**Bronze Hosting Package** Suitable for small-sized business environments requiring solid hosting and email solution. Increased email volume and management. Increased media streaming allotments.

In order to deploy cutting edge technology and respond to your hosting requirements with lightning speed, EDsuite offers 'Economic Development' specific hosting plans. Our host servers are located at Rackspace, a co-located, fully redundant facility. Their 24-hour fanatical support allows our IT staff to have direct contact with our hardware if any issues should arise.

With 99% uptime guarantees, you can sleep at night knowing your site is online, safe and reliable.

- Shared hosting account on server with redundant RAID:5 storage & network configuration
- 24/7 Network Monitoring
- FTP & SFTP access to storage space (single FTP account)
- Website statistics available via basic web analysis package or made available for off-line analysis
- Weekly on-site backup of site files
- Standard web hosting account with PHP 4 scripting engine enabled
- 1GB total storage space
- MySQL 4.1 database available

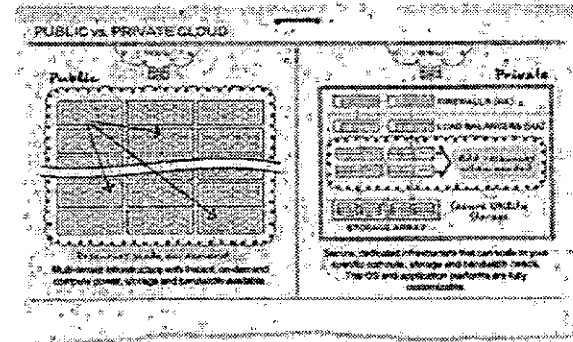
**Email:** Package includes up to 5 mailboxes\* (separate addresses). All email accounts must be purchased independently through Rackspace and billing and support will be handled directly from Rackspace.

- >> POP3/Webmail/IMap accessibility
- >> Multi-tiered spam prevention & filtering
- >> Vacation messages, forwarding & other server-side message filtering options (max 5 message filtering rules per mailbox)

# Hosting

With Rackspace Email hosted email services, you can access your mail when, how, and anywhere you need to plus you get:

- Direct, immediate access to your Rackspace support team 24x7x365. Yes, that means no frustrating automated menus when you call! From deep strategic planning to reacting to an emergency at 3 a.m., Rackers are ready to help. When you call Rackspace, you don't have to fight to speak to someone who can solve your problem. Our customers regularly change their configurations as their needs change. We offer the right solution at the right time.
- Satisfaction Guaranteed Uptime - 100% power, 100% network uptime. One hour hardware replacement guarantee for hardware failure. And that's the minimum.
- Premium Spam and Virus Protection [For additional information.](#)
- 25GB Mailboxes - No need to delete. Our 25GB mailboxes hold up to 10 years worth of email.
- Control Panel - Manage your entire hosted email environment, including permissions, storage, mailbox creation and more.
- Daily Backups
- 50 MB Attachments



## What exactly is a Private Cloud?

*A Private Cloud, sometimes called an Enterprise Cloud, is simply a dedicated hardware environment with a virtualization layer running on top, allowing us to create and manage multiple virtual servers within a set of physical servers. Since it's a dedicated environment, only EDsuite clients will be running on those physical servers.*

### Bronze Hosting Package:

**\$600/yr**

*(\$50/mo billed annually)*

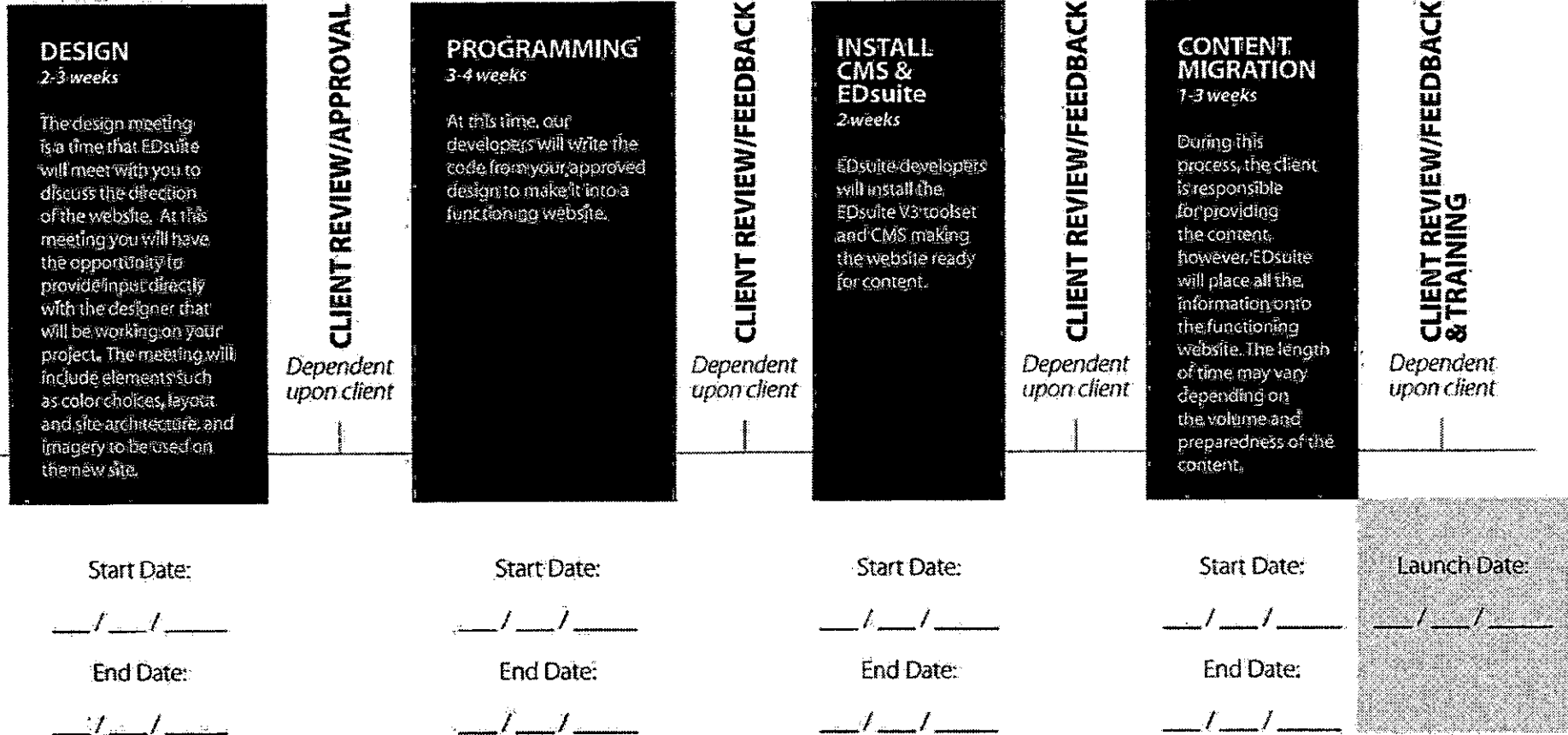
*\*Email addresses are sold for \$2/month per account with a minimum of 5 accounts. For any email accounts above the minimum and up to 5 established in conjunction with this hosting package, EDsuite will discount the \$600 annual cost by "up to" \$120/year expense from Rackspace. If email accounts are not used or set-up then there is no discount to the \$600/year hosting expense. Any additional accounts over and above the 5 provided above will be the responsibility of client at the \$2/month per account rate.*

# Timeline

EDsuite's goal is to complete every project in a timely manner and to meet and exceed all expectations regarding the delivery of our products and services. Many factors contribute to the time required to deliver a finished product including scheduling, client review, client approval, data/imagery availability and much more.

Below you will see time estimates for each stage of the project. Within these stages you will also see elements that are outside of our control.

OPTIONAL:



# Summary

## New Website Design & Development and EDsuite V3 Package

Item	One-Time Set-up Cost	Annual Cost	Total
Website Design	\$2,100	\$0	\$2,100.00
Website Programming & CMS	\$2,218	\$0	\$2,218.00
EDsuite V3 Cost	\$5,183	\$2,399/yr	\$7,582.00
<b>Grand Total</b>			<b>\$11,900.00</b>
<b>Optional</b>			<b>Total</b>
Content Migration	\$1,625	\$0	\$1,625.00
Hosting	\$0	\$600/yr	\$600.00/yr

EDsuite V3 Tools Terms: Payment in full prior to installation and setup for all EDsuite products and templates. Payment Terms: All custom design/development requires a 50% deposit upon agreement, remaining 50% upon delivery of final product. Project Completion: EDsuite will consider this project complete once the approved design has been coded, the content management system and EDsuite tools have been installed and tested and the new website is placed on a functioning beta. Additionally, if EDsuite is responsible for migrating the content, once the bulk of the content is placed on the new site and ready for review and launch the site will be considered complete.

This proposal and pricing is good for 90 days from the date the proposal is issued.

Please checkmark or initial which services you prefer:

Website Development Project:

Optional Content Migration:

Optional Hosting:

Agreed to terms & pricing:

\_\_\_\_\_  
 Authorized Representative  
 Woodbury County Rural Economic Development Dept.

\_\_\_\_\_  
 Holly McKnight  
 Marketing Coordinator

Date: \_\_\_\_\_

Date: \_\_\_\_\_

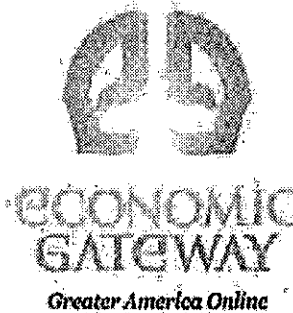
**Proposal prepared for  
Woodbury County Department of Rural  
Economic Development**

**David Gleiser  
Rural Economic Development Director**



**Woodbury County Department of Rural  
Economic Development Gateway Website**

- **Website Design and Content Management System**
- **Website Maintenance**
- **Gatekeeper Social Media Management Service**



**Prepared by:**

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Vice President of Sales  
jmarshall@goldenshovelagency.com  
Direct: (651) 353-8655

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Little Falls, MN 56345  
Phone: (888) 266-4778  
www.GoldenShovelAgency.com

**This proposal expires 10/31/2014**

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Golden Shovel Agency appreciates this opportunity to submit a proposal to Woodbury County Department of Rural Economic Development. We are confident that our solution can fulfill the expectations of your organization with an easy to navigate website with a friendly interface and easy to update and maintain with all the necessary tools to present the organization in its best light. Our proposal includes an Economic Gateway web portal combined with our Gatekeeper Social Media Service, that would powerfully connect the organization's message, using a friendly interface, to provide efficient customer service to its users.

- o All of our Economic Gateway websites are built with our full suite of available modules, providing the necessary tools, at a low cost for users to access information, directories, making it easier for audiences to interact with your organization. With Woodbury County's leadership, the website would provide efficient communication, share important website tools and data, and present a unified online presence to your audiences.
- o Along with a professional website, our GateKeeper service keeps the website and social media accounts hosted, maintained and upgraded. We also will create an online marketing strategy, develop original content and meet monthly to assist in keeping the online message current and goal focused.

#### **Specific Goals of the Project**

- Promote retention and expansion of existing business
- Provide detailed information to engage with community and educate audiences about organization's goals.
- Create awareness of available local, state and federal incentives programs such as: TIF, rebates, incentives, 2% loan program to attract new business and industries
- Build an easy to navigate website with a friendly interface that aligns with Woodbury County's goals and message

#### **Project Overview**

- The Economic Gateway will provide Woodbury County Department of Rural Economic Development with a larger web presence, targeted to its different audiences. Golden Shovel has developed a proven process to engage with stakeholders, identify marketing goals, leverage local assets and set up an ongoing communications plan with the flexibility to change as needs change. Part of our method is to review current online efforts and make suggestions to any missed opportunities, offer solutions and assistance. The Economic Gateway is designed to provide accurate, current and comprehensive information to your audiences, in a visually appealing, user-friendly way. All of our websites include our full suite of modules and services specifically designed and implemented to better serve your audiences and keep the website current and goal focused. The development process will include the following services, modules and features:

##### **A. Services & Modules**

- **Planning & Design:** We have developed a proven planning and design process that progresses from site outlines to main designs. We will provide designs to client for selection of layouts and main structure of website.
  - o We will present up to two different designs for the home page and the sub pages of the website for Woodbury County's review and final approval.
- **Social Media Integration:** Buttons to join Facebook, Twitter, YouTube or other social networking tools will be on the homepage of the website. All pages throughout the site have "click-to-add" functionality so visitors can share the



content with their networks.

- **Homepage Showcase:** This module will add emphasis to Woodbury County's unique programs of interest and link to key features of your site with rotating banner images and text.
- **Community Profiles:** This section will provide important community data to site selectors, businesses and communities using a dynamic feed generated through ESRI, the GIS data leader provider.
- **Real Estate Database:** We will fully integrate the LocationOne GIS based site selection tool.
- **News & Events Calendar:** A key communication tool for keeping visitors apprised of the latest events, press releases, relevant news and to keep fresh content about the region, its growth and business opportunities.
- **Business Directory:** Helps you to promote businesses of interest to your audience, highlight industry clusters and to support community organizations within the region with contact information. Support businesses can also be listed to support businesses in the community (banks, chambers, foundations, entrepreneurial centers, universities)
- **Incentives Directory:** This directory contains information on incentives available in your region and/or from your organization (TIF, rebates, incentives, 2% loan program). Its main function is to organize this information and make it available to your audiences.
- **Projects Directory:** Google Maps based searchable directory that locates projects that your organization has assisted with and current projects you are working on and it is designed to promote awareness and to share success stories.
- **Contact Form Manager:** You will have the ability to create recipients for your contact form without exposing your email addresses, to keep them protected from spammers/spambots.
- **Resource Library:** Allows for a variety of documents and media files to be organized and viewed online, creating a centralized selection of resources such as file downloads, PDF maps, video and audio clips, photos and links while allowing your site visitors to view them online.
- **Staff Directory:** Allows you to highlight your staff and organization members bringing a human face to the organization while also providing your site visitors with contact info.
- **Secure/Private Section:** At the bottom of each page there is a link for internal staff or board members to log in and view more sensitive information provided by the organization.
- **Fast Facts:** Graphical area that combines images and text that rotate on the website to add visual interest to pages and highlight historical facts, testimonials, key events, quotes, trends or any other relevant information.
- **Translation Tool:** We integrate Google's translation tool into the design so viewers can read the website in Spanish, Japanese, Chinese, Korean, German, Italian and many other languages.
- **Google Keyword Search:** Your site visitors will be able to easily find the specific content they are looking for by using keywords.

## B. Content Management System

- The Economic Gateway CMS itself is an open source but proprietary-based system that has been highly customized with tools designed specifically for economic development. Unlike the more commercial versions designed for web developers, we have removed unnecessary functionality and streamlined the admin functions to better serve users without programming/development experience. 90% of the website is updateable by the client. The main reason for Golden Shovel to maintain control of the CMS is so we can add ongoing updates as the technology and industry demand. We make additions to the Economic Gateway quarterly and make them available to our clients at no additional charge.
- Golden Shovel will assist in getting the initial portal up and running with 20 hours allocated to transferring data from Woodbury County's existing website, databases and/or CRM platform (if available) to the Gateway, laying out content and populating directories.

## C. Features

- **Mobile Friendly:** The Gateway platform is completely designed to be mobile friendly. The Economic Gateway websites are optimized for viewing on all desktop computers and tablets. Responsive design can also be incorporated at the client's request.
  - An included mobile version of the website is designed specifically to support handheld mobile devices (no extra cost).
- **Programming Language:** The Economic Gateway is built using PHP on the Zend platform, a robust programming framework. No flash is used in the site.
- **Compatibility:** Economic Gateway websites are viewable on all current computer systems and browsers. Ongoing updates ensure that the site will stay compatible with all future browsers.
- **Connectivity:** The Economic Gateway offers a wide variety of ways to integrate and link with relevant cities and civic organizations. (i.e. business directory module, resource library module, partnership module, custom pages, etc.). It can also be linked to 3rd party web based service providers. We can assist in making recommendations on many third party companies that can be integrated into our system.
- **Media:** Our CMS allows for a variety of media to be uploaded to pages and many of the modules. This will promote the use of on-site media through photo, audio and video posting methods.
- **Coding:** We observe coding standards (Section 508 and W3C compliant) as agreed upon by the industry.
- **User Friendly Interface:** The Economic Gateway has an easy to use interface that requires no programming knowledge. User levels can be assigned to restrict access to single modules to simplify website administration.

## D. GateKeeper & Social Management Service

The GateKeeper Social Media Management service provides ongoing support of the Woodbury County Department of Rural Economic Development's website and social media assets. The goal is to greatly increase the online presence and communication capabilities of the organization and to assist in sourcing pertinent information.

**GATEkeeper**  
SOCIAL MANAGEMENT 2.0

With the collaboration of Woodbury County's staff we will develop an ongoing communications and marketing plan

to fulfill the specific goals of your organization and also create original goal focused content to communicate with your target audiences. The development and ongoing process will include the following:

- **Strategy Development**

- Social media kick-off meeting: Woodbury County's assigned staff member will meet with assigned Golden Shovel team member to develop the initial strategy
- Organization Analysis: We will identify key messages, target industries and geographical boundaries and specific goals of your organization to implement them into the strategy
- Web Presence Analysis: With the collaboration of Woodbury County's staff we will identify current social media assets, website search engine optimization, keywords and search engine rankings.
- Strategic Plan: We will establish a monthly and quarterly action plan with the identified goals and target audiences.

- **Setup & Training**

- Golden Shovel will set up and populate the recommended social media assets to assure the greatest impact
- We will provide initial staff training and also a general review of social media assets
- Once the document strategy is completed and approved by Woodbury County, our copywriters will create original goal oriented content for the website and social media channels
- Content recommendations and requests are made monthly to keep content current and fresh
- Ongoing Social Media management will be provided by Gatekeeper representative
- Monthly review meeting with Gatekeeper representative for content changes and training
- Quarterly goal reviews for strategy changes and plan implementation

- **Golden Touch Customer Support & Consultation**

- Dedicated Golden Shovel team member to provide support and ongoing training
- 'Hands on' customer service and assistance
- Phone and email support included. Available for assistance with content changes, website and social media requests.



## **Management**

Golden Shovel has developed a highly efficient process for keeping projects on track and to assure the project stays on schedule and is developed to our high standards, while keeping the team and client moving smoothly throughout the process.

### **A. Site Maintenance**

Our CMS is completely updatable through a WYSIWYG interface. There is no limit to the number of pages that

can be added to the system. All modules have their own admin component to ensure consistency and professionalism. Once the site is setup, we provide up to four hours of support every month through the Gatekeeper Service to make updates, keep content current, write content and publish to the social media sites.

#### **B. Detailed Tracking & Reports**

Integrated into the website is the Google Analytics™ website analysis software. Reports will be provided to client on quarterly bases for performance and traffic review.

#### **C. Testing**

The Economic Gateway technology has been thoroughly tested and implemented successfully through 95+ economic development websites across the country. To ensure that the website is further tested however, we conduct a "soft launch" which is viewable only by our staff and the client to make sure the content we have entered is accurate and meets the standards of the client and our team. Upon final approval, the website will go live.

#### **D. Training**

Initially we will provide online training via Gotomeeting at the time of soft launch. The GateKeeper service includes monthly meetings which can be used for any additional training. We maintain a support portal that is available for assistance requests and also includes training videos on how to update pages and the individual modules.

#### **E. Search Engine Optimization (SEO)**

The Economic Gateway websites are optimized to best support search engine indexing. The GateKeeper service includes ongoing SEO to support google and other searches. Keywords are researched and selected and then strategically placed throughout the website and social media content. We analyze SEO through quarterly reports and make adjustments to the plan based on the performance of the organic search results.

**F. Hosting:** The Economic Gateway and all of the websites are hosted with Rackspace, the leading provider of high quality hosting. They have multiple redundancies and a 99.5% uptime guarantee. We have been working with Rackspace exclusively since Golden Shovel's inception. The specific type of hosting is a 'cloud' format that allows our service to grow as needed and not have to pay for space not used or risk not having enough. Their technical expertise is unmatched as they host many thousands of sites around the world.

#### **G. Ownership**

Golden Shovel Agency builds its economic development websites on a robust software platform we developed called 'Economic Gateway'. The idea behind the Economic Gateway is the ability to provide all the website tools required by an economic development organization to succeed in one package at a reasonable cost. Recognizing the rapid speed of change in the website industry, we ongoingly upgrade, improve and develop new tools as the market demands. This model gives our clients competitive advantage over their competition, especially organizations building from scratch. Because the Economic Gateway is central to our business success we do not share ownership of any source code and strictly forbid development on it by anyone outside of Golden Shovel. We address ownership in the contract as follows:

- o *"Client retains ownership rights in all data, information, drawings, pictures or writings it provides Golden Shovel under this Agreement ("Client Data"), and represents that it has the necessary legal rights in any intellectual property associated with the Client Data. Except for the Client Data, all software programs, means of development, works, derivative works, products, designs and other results of the services performed by Golden Shovel in connection with this Agreement, including the Website ("Golden Shovel Work Product"), shall be the sole property of Golden Shovel or its subcontractors, except that Client is hereby granted a non-exclusive, limited license to use the Golden Shovel Work Product for the purposes intended by this Agreement, but for no other purpose."*

In the unlikely event that Golden Shovel went out of business all of the content, designs, templates and databases

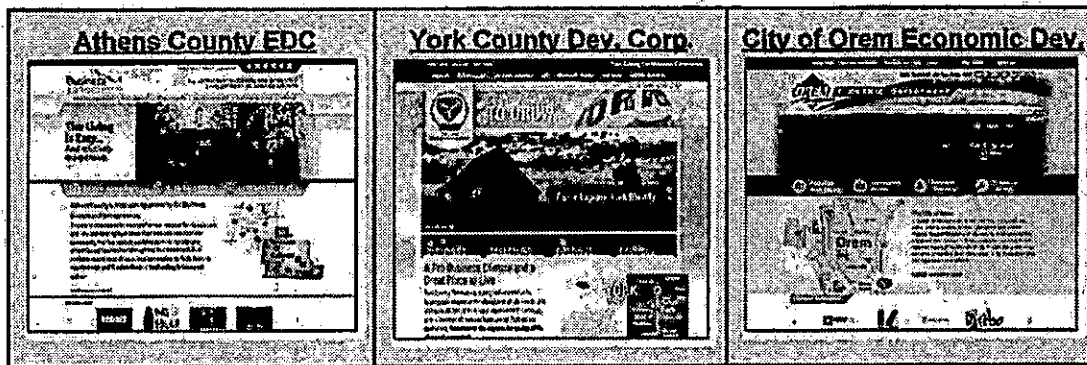
of the website would be transferred over. Any credible new entity that would take over management of the website would most certainly require that they use their CMS technology. They should find our templates, designs and data easy to port as we observe coding standards as agreed upon by the industry.

## **Experience**

At Golden Shovel Agency we bring over 10 years of experience combining web technology and design expertise to present communities in their best light. Our key assets are creativity, industry knowledge and foresight. We prospect the latest technologies and trends in communities and economic development and provide them as web solutions to our clients. We employ the latest trends and keep our clients ahead of the curve.

## **Website Samples**

The following are some examples of websites we have recently developed and are available for your review. All projects were completed on schedule and they are under our ongoing maintenance service contracted on annual basis.



\*More website examples are available at: [GoldenShovelAgency.com](http://GoldenShovelAgency.com)

## **Team Members**

Our team consists of 14 full and part-time members covering a wide array of expertise. We will have our top staff assigned to the Woodbury County Department of Rural Economic Development project to ensure the development of a showcase piece we are proud of. The following would be the team members assigned to the project:

- **John Marshall, Vice President of Sales:** John has 15 years of experience in financial analysis, sales and business development in the privately owned business market. He is a member of MAEDC, NREDA, Minnesota Business Finance Corporation (MBFC) and the Weston County Development Board. John has been with the company for over 5 years and is in charge of making sure you get the right product for your project.
- **Aaron Brossolt, Chief Operating Officer:** Aaron is a partner in the company and has been developing websites in the industry professionally for over 10 years. Aaron is a board member for the MidAmerica Economic Development Council and on the communications committee for the National Rural Economic Development Association. He will be directly involved with the project to ensure performance of modules and tools.
- **Charity Goddard, Project Manager -** Charity manages the projects, the team, the schedule and oversees quality control. She has worked with the team for over seven years and has managed the

development process of over 90% of the sites we have developed.

- **Joseph Franzen, Lead Programmer:** Joe is the lead developer for our programming team. He will be working directly on the project for the entire programming process. Joe has been with the team for six years and has worked on the programming phases with many of our most important clients.
- **Darren Varley, Lead Designer:** Darren is our lead designer and he will be in charge of creating the layouts and designs for your website, according to your directions and specific goals. He has been working with the team for 5 years, creating a wide array of designs with a high level of customization to ensure we fulfill client's expectations.
- **Victor Perez, Director of Communications:** - Victor ensures streamlined communication between our team and our clients through the development process. He has been working with the company for over 4 years and will also oversee the billing and collection process related to your website. He will kick-off the project to initiate the development process.
- **Joni Anderson, Client Manager & GateKeeper Service:** Joni is in charge of providing assistance to our clients in marketing strategy development, training, social media, quarterly report reviews and ongoing communication maintenance and monthly client meetings. She will be your main point of communication once your site is up and running. Joni has been with the company for 4 years.

**References:**

**Julie Rath**  
 Redwood Area Dev. Corp.  
 200 S. Mill St, P.O. Box 481,  
 Redwood Falls, MN 56283  
 507.837.4004

**Tod Faris**  
 Appanoose Economic  
 Development Corporation  
 101 W Van Buren  
 Centerville, IA 52544  
 641.856. 3388

**Paula Jansen**  
 Pralria Gateway  
 104 Ash Street E.,  
 Sisseton, SD 57262  
 605.698.7654

**Timeline**

The following estimated sample timeline is based on our experience with projects similar to yours. A firm timeline will be created after all details are discussed and an official agreement is finalized. Our launch estimate is four months or earlier. If more time is required by the client, we will work with Woodbury County Department of Rural Economic Development to launch when they are comfortable with the final website.

<b>Project Phase</b>	<b>Time Frame</b>
<b>Contract Kickoff Meeting</b>	<b>+ 1 week</b>
<b>Project Kickoff Meeting</b>	<b>+ 1 week</b>
<b>Website Design</b>	<b>+ 2 weeks</b>
<b>Programming</b>	<b>+ 4 weeks</b>
<b>Content Population</b>	<b>+ 2 weeks</b>
<b>Soft Launch &amp; Training (Additional content can now be entered)</b>	<b>+ 4 weeks</b>
<b>Live Launch (Anytime after soft launch)</b>	<b>Launch!</b>

## Investment Overview

### Woodbury County Department of Rural Economic Development Gateway Website

- **Flat fee \$9,500/year**
  - Fully customized economic development web portal
  - Social media account creation
  - Strategic online marketing plan creation and custom content development
  - Ongoing search engine optimization
  - ESRI data updates
  - News updates, software upgrades, Google Analytics, quarterly reports
  - Hosting, training, & monthly Golden Shovel staff support

*\*Domain Registration and Email Hosting are not included.*

*\*Renewal of services is billed annually at soft launch anniversary*

#### Economic Gateway Modules & Services:

##### -Services

- **Planning & Design**
- **Full Website Redesign Every 4 Years**
- **Content Management System**
  - Page adding & editing functionality
  - 30 hrs of Website Content Population
  - Social Media "click to add" integration
  - Search, Tracking & Reports
  - User Training
- **Maintenance**
  - Hosting
  - Ongoing training
  - Google Analytics
  - Technical support
  - Website Software updates
- **GateKeeper Service:**
  - Social Media Site Setup & Training
  - Web & Social Media Marketing Strategy Development
  - Goal focused content creation
  - Quarterly Performance Reports
  - Golden Touch customer support & consultation

##### -Modules

- **Homepage Showcase**
- **News & Events**
- **LocationOne Integration**
- **Business Directory**
- **Community Profiles**
- **Projects Directory**
- **Incentives Directory**
- **Resource Library**
- **Staff Directory**
- **Contact Form Manager**
- **Secure Board Section**
- **Fast Facts**
- **Translation Tool**
- **Mobile Version**

## Terms of Service

1. Golden Shovel Agency and its development partners will develop all aspects of the proposed application unless otherwise noted and retain ownership of programming code.
2. When Third-Party solutions (Google, etc.) are integrated, it is assumed that client accepts all respective Terms and Conditions.
3. Client will be responsible for all website administrative functions including supplying and entering copy, photos and other website content unless otherwise noted.
4. Client will be responsible for domain registration and any correspondent fee. Client will own the URL and Golden shovel will host it.
5. Golden Shovel agrees to transfer ownership rights to the client of all content and design elements.
6. Client shall pay Golden Shovel one-half of the total amount for set up, branding, maintenance and Gatekeeper service upon execution of final agreement and second half when the website is soft-launched. Client shall pay Golden Shovel the ongoing monthly fee annually in one single installment.
7. Design changes or additional features, such as custom elements integration, third party software/updates requested by client or changes out of the scope of services included as part of the Gateway modules above described that may require additional development, will be reviewed for feasibility and cost estimation will be provided to client.
8. The agreed-upon work will be estimated and billable at a rate of \$150/hour. Any major changes to the project will require an addendum and no changes or additions will be made without Client's consent.
9. In addition to the foregoing fees, Client agrees to pay any sales, use or value-added taxes, if any, applicable to the services provided.



## Golden Shovel Agency Resume

At Golden Shovel, we view economic development as a creative endeavor, critical for a region or community to attract and retain businesses. We bring over 10 years of experience combining web technology and design expertise to present communities in their best light. At Golden Shovel, we employ the latest trends and keep our clients ahead of the curve.

We have team members that attend state and national Economic Development conferences monthly to stay current on best practices and to network with site selectors. Some of the conferences we recently attended include:

- **State**
  - California (CALED)
  - Idaho (IEDA)
  - Illinois (IRAC)
  - Iowa (PDI)
  - Kansas (KEDA)
  - Minnesota (EDAM)
  - Montana (MEDA)
  - Nebraska (NEDA)
  - North Dakota (EDND)
  - Ohio (OEDA)
  - South Dakota (GOED)
  - Texas (TEDC)
  - Utah (UAED)
  - Wisconsin (WEDA)
  - Wyoming (WEDA)
- **National**
  - APPA - American Public Power Association
  - IEDC - International Economic Development Council
  - IEDC - Leadership Summit
  - MAEDC - Mid America Economic Development Council
  - NADO - National Association of Development Organizations
  - NREDA - National Rural Economic Developers Association
  - SEDC - Southeast Economic Development Council
  - UEDA - Utility Economic Development Association

We build and manage economic development websites across Greater America. We have two services that are unique to our company:

### 1. Economic Gateway

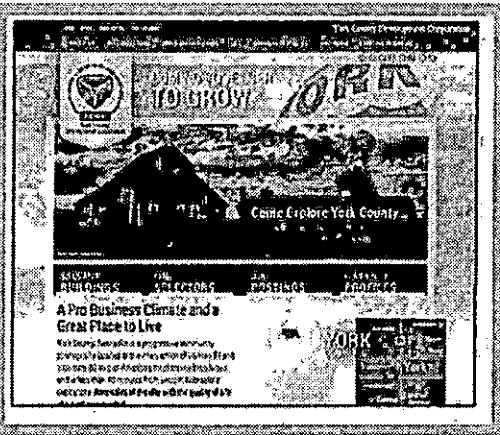
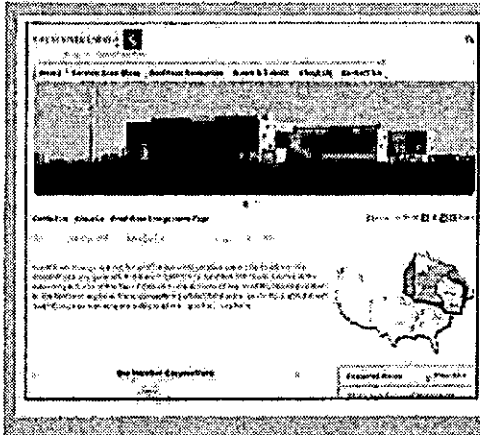
The Economic Gateway is a system for creating best-of-class economic development websites. The Economic Gateway was designed to bring local and regional organizations together with all of the tools they need to best present their communities to site selectors, business owners and stakeholders. Each website includes our entire suite of economic development



These are some examples of our featured websites:

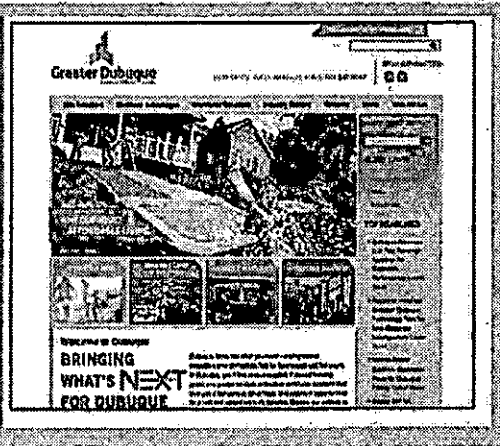
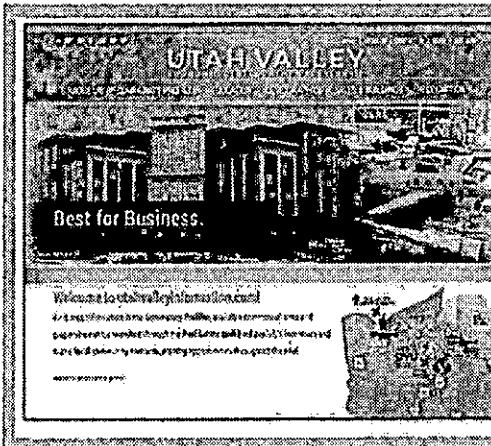
Great River Energy

York County Development Corp



Utah valley Economic Development

Greater Dubuque Development Corp.



Please click on any of the following links to view more examples and feel free to contact us with questions or comments you may have:

- \*GateKeeper Service Only
- +Currently in development

**National**

<i>Mid-America Economic Development Council *</i>	<i>National Rural Economic Development Association *</i>
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**Minnesota**

<u>Agralite +</u> <u>Arrowhead Electric Cooperative, Inc.</u> <u>BENCO+</u> <u>Brown County REA</u> <u>City of Cambridge</u> <u>Cambridge Economic Development</u> <u>Community Development of Morrison County *</u> <u>Connexus Energy +</u> <u>Cooperative Light &amp; Power +</u> <u>Crow Wing Power</u> <u>Dakota Electric Association</u> <u>East Central Energy</u> <u>Federated Rural Electric</u> <u>Great River Energy</u> <u>Goodhue County Electric Cooperative</u> <u>Kandiyohi Power +</u> <u>Isanti County Government Center</u> <u>Itasca-Mantrap Electric Cooperative</u> <u>Lake Country Power</u>	<u>Lake Region Electric Cooperative</u> <u>Laskin Energy Park</u> <u>McLeod Electric Cooperative</u> <u>Meeker Electric Cooperative</u> <u>Mille Lacs Energy Cooperative</u> <u>Minnesota Valley Electric +</u> <u>Nobles Cooperative Electric</u> <u>North Itasca Electric +</u> <u>Red Wing Port Authority</u> <u>Redwood Area Development Corporation</u> <u>Redwood Electric Cooperative</u> <u>Runestone Electric Association</u> <u>Rural Minnesota CEP</u> <u>South Central Electric Association</u> <u>Stearns Electric +</u> <u>Steele-Waseca Electrical Co-op</u> <u>Swift County RDA +</u> <u>Todd/Wadena Electric</u> <u>West Central Economic Development Alliance</u> <u>Wright-Hennepin Cooperative +</u>
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**South Dakota**

<u>Advantage South Dakota</u> <u>De Smet Development Corporation</u> <u>Deuel Area Development Inc</u> <u>Faulkton Economic Development Board</u> <u>Glacial Lakes Area Development</u> <u>Grant County Development Corporation</u>	<u>GROW South Dakota</u> <u>Mitchell Regional Partnership</u> <u>Prairie Gateway</u> <u>On Hand Development</u> <u>City of Redfield</u> <u>Southern Hills Development Corporation +</u>
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**Indiana**

<u>Boone REMC</u> <u>Carroll White REMC</u> <u>Fulton County REMC</u> <u>Hendricks Power Cooperative</u> <u>Jasper County REMC</u> <u>Jay County REMC</u> <u>Kankakee Valley REMC</u> <u>Kosciusko REMC</u> <u>Lagrange County REMC +</u> <u>Marshall County REMC</u> <u>Miami-Cass REMC</u>	<u>Newton County REMC</u> <u>NineStar Connect</u> <u>Noble REMC +</u> <u>Northeastern REMC</u> <u>Parke County REMC</u> <u>Steuben County REMC</u> <u>Tipmont REMC</u> <u>United REMC</u> <u>Wabash County REMC</u> <u>Wabash Valley Power Association</u> <u>Warren County REMC</u>
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<p><b>Iowa</b>  <u>Appanoose Economic Development Corporation</u>  <u>Greater Dubuque</u>  <u>Iowa Lakes Corridor Development Corporation</u>  <u>Jackson County Economic Alliance +</u>  <u>Mount Pleasant Area Development Commission</u>  <u>Opportunity Squared</u>  <u>Ottumwa EDC</u>  <u>Prosperity Eastern Iowa *</u></p>	<p><b>Nebraska</b>  <u>Central City</u>  <u>Gage Area Growth Enterprise</u>  <u>Greater Fremont Development Council</u>  <u>Phelps County Development Corporation</u>  <u>York County Development Corporation</u></p>
<p><b>Illinois</b>  <u>Corn Belt Energy</u>  <u>EnerStar</u>  <u>MJM Electric Cooperative</u>  <u>Rockford Area Economic Development Council</u></p>	<p><b>New Mexico</b>  <u>Cibola Communities EDF</u>  <u>Gallup BDG</u></p>
<p><b>Missouri</b>  <u>Citizens Electric</u></p>	<p><b>Ohio</b>  <u>Athens County EDC</u>  <u>Paulding-Putnam EC +</u></p>
<p><b>Idaho</b>  <u>Lost Rivers Economic Development</u></p>	<p><b>Montana</b>  <u>Montana Economic Developers Association +</u>  <u>Montana Cooperative Development Center</u>  <u>Sweetgrass Development</u></p>
<p><b>Arkansas</b>  <u>Quachita Partnership +</u></p>	<p><b>Utah</b>  <u>Utah Valley Economic Development</u>  <u>City of Orem</u></p>
<p><b>Wyoming</b>  <u>Kaycee Buffalo Johnson County +</u>  <u>Town of Wright *</u></p>	

**Testimonials**



*"I have been working with Golden Shovel Agency to build an economic development portal for Great River Energy and our 28 members co-ops. The economic development-focused tools and software as part of our website solution will not only help Great River Energy promote our economic development efforts for rural Minnesota. The team at Golden Shovel Agency customizes their solution to meet the individual needs of their clients. The professionalism, attention to detail, and customer service that Golden Shovel provides is outstanding"*

*-Tom Lambrecht, Great River Energy*

*"When it comes to rural economic development the role of social media in those efforts, there's no one better to consult with than Golden Shovel Agency. Aaron Brossit and the entire team can wrap your organization in all kinds of support to promote your community and to share information/resources pertaining economic development. The staff is responsive and great to work with."*

-Lynn Harkin, National Rural Economic Developers Association (NREDA)

*"Wabash Valley Power Association (WVPA) wanted to create a regional economic development online presence including a site and building database, partnership details, incentive information – basically a one-stop shop. Our site, however, needed to incorporate WVPA and our 26 member cooperatives located in three states. Because of their vast experience, Golden Shovel had a vision for amplifying and maintaining our service territory's economic development presence online by creating a network of member websites. They are also creating a social media network and presence not only our site, but our 26 members, as well. This is exciting new ground in the industry and we are proud to be leading it. Golden Shovel Agency understands the strengths/challenges of doing economic development in rural America and develops individual solutions for each customer."*

-Sherry Rose, Indiana EDC

*"The tremendously helpful Golden Shovel staff was extremely knowledgeable, helpful and patient with a group of web neophytes. The team at Golden Shovel put together a tremendous website with a mix of text and graphics that are sensational. Tying the website and social media together has made our organization much more visible in a positive and highly productive manner. Interest from local business owners is phenomenal and people from across our region are making connections through our website portal. None of this could have been accomplished without the assistance of the many bright, energetic and creative people at Golden Shovel."*

-Joel Price, Faulkton Area Development Corporation.

*"We were surprised by the quick success of our social media efforts! Within a day or two of establishing our Facebook page, we had over 100 friends. Only weeks later, we are approaching 600, which represents over 20% of the entire community population. Our friends at Golden Shovel have patiently trained us, prodded us along, and have helped us create a most effective tool for communicating with our residents. We've never had an effective means of rapidly disseminating time-sensitive information. I believe our social media strategy is dramatically improving our ability to best serve our residents."*

- Chris Anderson, Central City, Nebraska

*"The monthly webinars hosted by the Golden Shovel Agency have been very informative and beneficial for me. They allow a person to educate themselves and keep updated with social media and economic development processes. The only obligation is one hour of my time per month."*

-Gerald Bertsch; Advantage South Dakota

## References

Paula Jensen	Prairie Gateway	605.698.7654
Sherry Rose	Indiana Economic Development Corporation	317.409.2962
Julie Rath	Redwood Area Development	507.637.4004
Kiley Miller	Mount Pleasant Area Development Commission	319.537.1550
Barb Pierce	Greater Fremont Development Council	402.753.8126
Stan Gustafson	City of Cambridge Economic Development	763.552.3209
Tod Farls	Appanoose Economic Development Corporation	641.856.3388
Monica Boyken	Phelps County Development Corporation	308.995.4148
Eileen Yarbrough	Cibola Communities EDF	505.287.6685

## Affiliations

Aaron Brossolt, Chief Operating Officer

Aaron Brossolt has over 10 years experience in community development markets. Brossolt has developed cutting-edge interactive work for communities all across the country. Brossolt is a board member for the Mid-America Economic Development Council (MAEDC) and on the communications committee for the National Rural Economic Development Association (NREDA). Brossolt's work has won local, state and national design awards.



**John Marshall, VP of Sales**

John Marshall is Vice President of Sales at Golden Shovel Agency with 14 years of experience in financial analysis, sales and business development in the privately owned business market, specifically manufacturing, real estate development and the construction industries. John is a member of MAEDC, NREDA, SEDC, the Minnesota Business Finance Corporation (MBFC) and the Weston County Economic Development Board.

John Marshall and Aaron Brossolt attend state and national Economic Development conferences monthly to stay current on best practices and to network with site selectors. Recent Conferences Include: National (IEDC, MAEDC, NREDA, NTCA, NRECA, NADO, SEDC, APPA, UEDA), Minnesota (EDAM), Illinois (IRAC), Wisconsin (WEDA), Iowa (PDI), South Dakota (GOED), Nebraska (NEDA), Wyoming (WEDA), Kansas (KEDA), Texas (TEDC), North Dakota (EDND), California (CALED), Montana (MEDA), Utah (UAED), Idaho (IEDA) and Ohio (OEDA).

Please visit our website [Golden Shovel Agency](#) for more information and current news!

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