

# PROPOSAL

Website Development



## SCOPE OF WORK

The Shumaker Technology Group (STG) will work with Leelanau Township to develop a custom Website that reflects the factors that makes Leelanau unique.

The Website will be developed in the client's choice of STG EasyWeb (a content management system we have developed for our clients) or the widely popular WordPress Content Management System (CRM).

During the initial site setup, STG will create the various pages and populate them with content according to the chosen package. Website content will be provided by Leelanau Township. After the initial setup, more pages may be added using the CRM.

The Website will be developed using responsive (mobile-friendly) techniques.

While the Americans with Disabilities Act (ADA) doesn't specifically reference Website accessibility, numerous recent court cases overwhelmingly suggest that Website accessibility is required under the law. At Shumaker Group, we strive to abide by these guidelines without sacrificing Website quality.

Regardless of which option you choose, all STG Websites come with an initial training session to make sure you are comfortable with your new Website. This is usually conducted via Webinar which offers a number of advantages including the fact that not all participants have to be in the same location and both the screen and the audio can easily be recorded either to share with someone who couldn't make the training, or to have to refer back to in the future. Our clients who learn better in person are welcome to come to our office for training. Or, for a modest fee, we can come to your location and train you.

Even with the initial training, we understand that questions are likely to arise after you start working on the site. We also include 2-hours of remote support with all STG Websites. If you encounter any issues, a qualified Web Developer will connect to your computer via a remote meeting tool and guide you through the process.

## DELIVERABLES

Upon acceptance of our proposal, STG's graphic design team will consult with Leelanau on township branding guidelines and design preferences. We will be happy to revise the design to ensure that you are perfectly happy with your new Website.

Once a design has been approved by the township, STG will begin programming the Website and migrating/adding content to it.

Depending on how quickly we receive the information and approvals needed from the township, it generally takes anywhere from 6-12 weeks to complete a typical township Website.

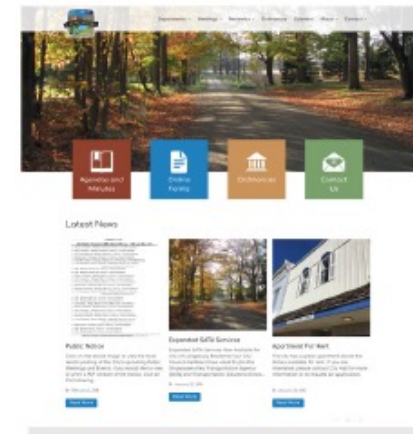
# WEBSITE PORTFOLIO SAMPLE



Morton Township  
[www.mortontownship.org](http://www.mortontownship.org)



Edenville Township  
[www.edenvilletwp.org](http://www.edenvilletwp.org)



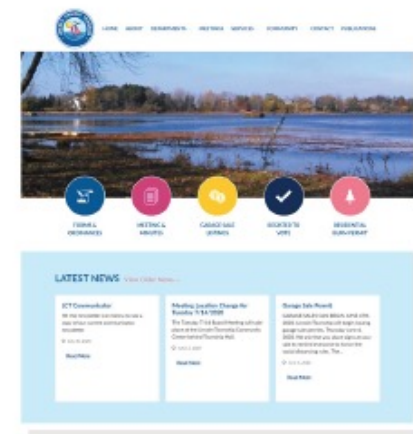
City of Laingsburg  
[www.laingsburg.us](http://www.laingsburg.us)



Williamstown Township  
[www.williamstowntownship.com](http://www.williamstowntownship.com)



Comstock Charter Township  
[www.comstockmi.gov](http://www.comstockmi.gov)



Lincoln Charter Township  
[www.lctberrien.org](http://www.lctberrien.org)



# MUNICIPAL CLIENTS MAP



# TESTIMONIALS

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I personally wanted to thank you for a WONDERFUL job on the Morton Township Website. It looks terrific, and I have heard many rave reviews of how nice looking it is and its ease of navigation. We are all proud of the work that you have done for us. Great job.

It has been a real pleasure working with your team. Thank you so much for making us stress free and successful!

**Ann McFeggan, PMP** *Morton Township*

[www.mortontownship.org](http://www.mortontownship.org)



I really appreciate all your help. Thank you for adding all the dates to the calendar also. You make my job much easier and go beyond what we expected. We are so happy we have your company and you supporting the Website.

**Karon Hoffman, Supervisor** *Clement Township*

[www.clementtp.org](http://www.clementtp.org)



It is folks like you who make being in business for the past 40 years such a pleasure! You have enabled us to grow and encouraged us to be the best printer in town and for that we are deeply grateful.

**Missey Trudell** *Paper Image*

[www.paperimage.com](http://www.paperimage.com)

# PRICING

## SETUP & DESIGN ONE-TIME COST

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### TOWNSHIP BASIC PACKAGE ..... \$ 1,750

- Basic, mobile-friendly Website with content management system
- Pre-development and post-development meetings and training sessions
- Up to 15 pages and 50 linked documents (PDF, DOC, etc.) of migrated or inserted content
- Enhanced security including SSL encryption and CAPTCHA anti-spam feature
- Examples: Moran Township ([www.morantownship.com](http://www.morantownship.com)), Eureka Charter Township ([www.eurekatownship.org](http://www.eurekatownship.org)), Golden Township ([www.goldentownship.org](http://www.goldentownship.org))

### TOWNSHIP PLATINUM PACKAGE ..... \$ 2,995

- Fully custom, mobile-friendly Website with content management system
- Pre-development and post-development meetings and training sessions
- Up to 60 pages and 300 linked documents (PDF, DOC, etc.) of migrated or inserted content
- Enhanced security including SSL encryption and CAPTCHA anti-spam feature
- Google Analytics and Google Search Console integration
- Fillable PDFs and digitally-submittable electronic forms
- Search feature
- Website designed with attention to ADA compliance guidelines
- Drone video tour of up to 10 township locations (Premium Drone Photo & Video Package)
- Email newsletter template setup
- Design refresh/modernization any time after the Website reaches 3 years old
- Examples: Morton Township ([www.mortontownship.org](http://www.mortontownship.org)), Comstock Charter Township (<https://comstockmi.gov/>)



## PRICING

### HOSTING & MAINTENANCE OPTIONS YEARLY COST

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OPTION A: SELF-MANAGED ..... \$ 175

STG will host and back up the site, and it will be your responsibility to update/maintain it.

OPTION B: SUPPORTED..... \$ 275

STG will host and back up the site as well as provide ongoing technical support and training.

OPTION C: FULLY MANAGED ..... \$ 575

[http://shumakergroup.com/training\\_videos/](http://shumakergroup.com/training_videos/)

## OPTIONAL ADD-ONS

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### BASIC DRONE PHOTO & VIDEO PACKAGE.....\$ 600

Shooting at up to four (4) locations around the township. Deliverable of several photos of each location and one (1) compilation video of all locations to be used on the township Website, shared on social media, or displayed through any other outlet the township desires.

### PREMIUM DRONE PHOTO & VIDEO PACKAGE.....\$ 1000

Shooting at up to ten (10) locations around the township. Deliverable of several photos of each location and up to three (3) distinct videos to be used on different township Website pages, shared on social media, or displayed through any other outlet the township desires.

The 3 videos would be produced according to the township's wishes. For example, one main video could feature clips from each location and be displayed on the Website homepage, while the other two videos could focus on specific areas, such as a parks video and a cemetery tour video.

**Note: This package is INCLUDED in the Platinum Website Package.**

# PROJECT TIMELINE

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## PROJECT TIMELINE

Generally 6–12 weeks depending on client responsiveness and input

### STEP 1: INITIAL MEETING

- Project Goals
- Project Timeline/Deadlines
- Design Preferences

### STEP 2: MARKETING/DESIGN MOCKUP

- STG Marketing and Design team crafts a personalized vision of the site for your approval

### STEP 3: BUILDING THE SITE/CONTENT MIGRATION

- STG development team begins to program custom Website tailored to your goals and design preferences

### STEP 4: FINAL MEETING

- STG meets with you to preview and test the custom Website prior to launch

### STEP 5: SITE LAUNCH

- New site becomes available to the general public
- Post-launch testing done by you and STG