Grey Giant Technologies

YOAKUM
ECONOMIC DEVELOPMENT CORPORATION
Your Destination for Opportunity and Growth

Website Design and Development

Prepared for: Genora Young
Prepared by: Robert Rico, Owner
September 25, 2023

COVER LETTER

I am writing on behalf of Grey Giant Technologies to express our enthusiasm in responding to YEDC's Request for Proposal for the design and development of a new website. Having carefully reviewed the specific requirements outlined in the RFP, we are confident in our ability to deliver a website that not only meets but exceeds the expectations set forth.

Understanding of YEDC's Requirements:
Budget Constraints: We recognize the importance of delivering a premium-quality website while adhering to the specified budget range of $20,000 - $30,000.

Design & Engagement: We understand YEDC's aim to establish a platform that serves various stakeholders, from potential investors to local residents, by offering dynamic content that maintains user engagement. A well-designed and visually appealing website is paramount to achieving this.

Communication & User Experience: Ensuring seamless messaging through integrated online tools, including social media, is crucial. We acknowledge the need for a user-centric design where sought-after content is easily accessible.

Integration of Third-Party Applications: The requirement to incorporate existing web applications to showcase commercial/industrial properties, statistics, and other relevant data is well-understood.

Flexible Implementation & Future Scalability: YEDC's preference for a vendor capable of phased functionality deployment, keeping in mind budgetary considerations, is noted. Furthermore, the foresight to integrate additional features in the future is a vision we share.

Proposed Services:
Leveraging the power of WordPress, a platform renowned for its robustness and flexibility, we propose the following:
      Design & Development: A custom WordPress theme that aligns with YEDC's brand and mission. This platform offers many of the desired features out of the box, ensuring both cost-efficiency and speed in deployment.
      Integration: Seamless integration of third-party web applications as specified in the RFP.
      Future Enhancements: Built on PHP - a language I personally possess over 11 years of experience in - the site will inherently be equipped for scalability and potential future developments.
      Ongoing Support: As seasoned PHP and WordPress professionals, we are well-equipped to provide ongoing support, ensuring the website's long-term performance and relevance.
It's worth noting that the language WordPress is written in, PHP, is the very one I have honed my skills in for over a decade. This unique combination of platform and programming knowledge positions us advantageously to accomplish the goals of this project.

We eagerly await the opportunity to discuss in greater detail how we can bring YEDC's vision to life. Your trust in Grey Giant Technologies will be both appreciated and justified.

Thank you for considering our proposal. We are committed to delivering excellence and look forward to the prospect of collaborating with YEDC.

SCOPE OF SERVICES

1. Economic Development Organization Website Design Experience

    A. Economic Development organization clients:

While I am looking to break into the realm of Economic Development Organizations and do not have direct EDO clients yet, my extensive experience in developing complex web solutions and custom applications for various sectors equips me with the skills and capabilities necessary to meet the unique requirements of an EDO website.

    B. Relevant government or municipal entities:

I have no Website built with Government or Municipal Entities, Nevada Irrigation District is a client of mine. I fully understand security issues and critical functionality. (https://nidwater.com/)

    C. Business website experience:

        www.volumepress.com - A full-service Print House ERP system complemented by an online store.

        www.greygiant.com - The official website of Grey Giant Technologies, exemplifying WordPress capabilities.

        saltcreekmedia.com - Along with developing the website, I was responsible for creating all the products listed therein.

2. Company Profile

    A. Number of years in business:

Grey Giant Technologies has been in business since 2018.

    B. Any relevant information Vendor would like to highlight:

Grey Giant Technologies takes pride in having built numerous tools and web systems, through which millions of dollars worth of services and information flow. These systems stand the test of time and are a testament to our commitment to quality, efficiency, and resilience.

3. Vendor Service Capabilities

    A. Website development: Expertise in WordPress development, offering custom functionality tailored to the specific needs of clients.

    B. Software tools: Specialized in WordPress, a robust Content Management System. Have built custom web apps and tools to enhance website functionalities.

    C. Site maintenance: Provide ongoing site maintenance to ensure websites run smoothly and stay updated.

    D. Site hosting: Offer recommendations for premium hosting providers optimized for WordPress to ensure the best performance.

    E. Client training: Offer training sessions for clients to manage and update their websites effectively.

    F. Availability of robust self-service documentation and technical support: Comprehensive documentation provided for all projects, alongside dedicated technical support.

    G. Appropriate redundancy and scalability: Developed systems are designed for high availability and scalability, ensuring they handle usage growth and sudden traffic surges.

    H. Security for both EDC staff and users: Implement rigorous security measures, including SSL certificates, firewall configurations, and regular security audits.

I. Function across multiple browsers: All developed sites are cross-browser compatible, including Microsoft Edge, Firefox, Chrome, and Safari.

J. Comparable design and function on multiple devices: Websites are fully responsive and optimized for PCs, Apple devices (iPads, iPhones), Android devices, and more.

K. Other: Extensive experience in custom WordPress plugin development and integration with third-party tools and platforms.

4. Integrated Content Management System (CMS) Components and Website Tools

Grey Giant Technologies is well-versed in providing both standard and custom CMS components in line with the specific requirements of clients. Given that WordPress will be the primary platform, we can offer a wide range of modules and tools for content management, user engagement, analytics, SEO, and more. Understanding the importance of budgetary constraints, we have the flexibility to phase the implementation of desired components, ensuring priority features are rolled out first.

PROJECT APPROACH SUMMARY

1. Discovery and Analysis:

    <u>Stakeholder Meetings</u>: Engage in initial discussions with key EDO stakeholders to understand the mission, vision, and specific objectives of the website.

    <u>Competitor Analysis</u>: Study leading EDO websites to identify best practices, emerging trends, and potential areas of differentiation.

    <u>User Personas</u>: Develop detailed user personas representing potential investors, local businesses, residents, and other key audience segments to guide design and functionality.

2. Planning:

    <u>Content Audit</u>: Review existing content (if any) to determine what can be repurposed, what needs updating, and where new content is required.

    <u>Functional Requirements</u>: Based on the discovery phase, list all required functionalities such as third-party application integrations, dynamic content presentation, social media integration, etc.

    <u>Information Architecture</u>: Draft a site map and a flowchart detailing the hierarchical structure of the website and user navigation paths.

3. Design:

    <u>Wireframing</u>: Create basic layouts for each page type to finalize the placement of elements.

    <u>Visual Design</u>: Develop design mockups incorporating the EDO's brand guidelines, keeping in mind the user personas and ensuring visual appeal.

    <u>User Experience (UX) Design</u>: Ensure that the design focuses on user-centric navigation, accessibility, and overall experience.

4. Development:

    <u>Platform Selection</u>: As an expert in WordPress, this will be our primary CMS, offering a blend of out-of-the-box features and custom functionality tailored for EDOs.

    <u>Custom Functionality</u>: Build any unique modules or integrations required, such as those for showcasing commercial and industrial properties.

    <u>Responsive Design</u>: Ensure the website functions seamlessly across devices – desktops, tablets, and mobiles – and across all major browsers.

5. Testing:

    <u>Quality Assurance</u>: Rigorous testing of the website to ensure all functionalities work as expected.

    Cross-Browser & Device Testing: Ensure compatibility across different browsers (Chrome, Firefox, Safari, Edge) and devices (PCs, Apple devices, Android devices).

    <u>User Acceptance Testing (UAT)</u>: Engage a small group from the EDO to interact with the website, gather feedback, and make necessary adjustments.

6. Launch:

    <u>SEO Optimization</u>: Ensure that all pages are optimized for search engines, including meta tags, alt attributes, and schema markup.

    <u>Training</u>: Provide training sessions for EDO staff on managing content, updating the site, and analyzing visitor data.

Deployment: Once approved, migrate the website to the live environment, ensuring all links, functionalities, and integrations work seamlessly.

7. Post-Launch Support:

Monitoring: Keep an eye on website performance, user interactions, and any potential issues.

Maintenance: Regularly update the CMS, plugins, and any third-party integrations to ensure security and optimal performance.

Feedback Loop: Establish a communication channel with the EDO for ongoing feedback and iterative improvements to the website.

SAMPLE PROJECT SCHEDULE

Week 1-3: Discovery and Analysis

      Day 1-5: Initial Stakeholder Meetings

      Day 6-10: Competitor Analysis

      Day 11-15: Develop User Personas

      Day 16-21: Define detailed project requirements

Week 4-5: Planning

      Day 22-25: Content Audit

      Day 26-29: List Functional Requirements

      Day 30-34: Draft Initial Site Map

      Day 35-38: Refine Site Map based on stakeholder feedback

      Day 39-42: Start wireframing major website sections

Week 6-7: Design

      Day 43-47: Complete Wireframing

      Day 48-52: Develop Design Mockups

      Day 53-57: Internal Review of Mockups

      Day 58-61: Stakeholder Review of Mockups

      Day 62-64: Design Revisions (Round 1)

Week 8: Design Revisions & Development Kick-off

      Day 65-68: Finalize Visual Design

      Day 69-71: Set up Development Environment

      Day 72-74: Start Development of Core Functionalities

      Day 75-77: Front-end Development (Design Implementation)

Week 9-10: Development

      Day 78-85: Core Functional Development (like CMS setup, key page templates)

      Day 86-90: Custom Modules/Features Development

Week 11: Integration & More Development

       Day 91-94: Third-party Integration

       Day 95-98: Development of Additional Features

       Day 99-101: Feedback loop with stakeholders

Week 12: Testing

       Day 102-105: Quality Assurance and Bug Fixes

       Day 106-108: Cross-Browser & Device Testing

       Day 109-112: User Acceptance Testing (UAT) Set Up

Week 13: Revisions and Further Testing

       Day 113-116: Address Feedback from UAT

       Day 117-120: Finalize SEO Optimization

       Day 121-124: Second round of UAT

Week 14: Final Revisions & Launch Preparation

       Day 125-128: Final Revisions

       Day 129-131: Pre-launch checks and final QA

       Day 132-134: Training sessions for EDO staff

       Day 135-137: Deployment Prep – Backup, Environment Checks

Week 15: Soft Launch and Monitoring

       Day 138-141: Soft Launch (testing in a live environment without major announcements)

       Day 142-144: Active Monitoring for issues, Immediate Bug Fixes

       Day 145-147: Gather initial feedback from users

Week 16: Go-Live and Post-Launch Support

       Day 148-150: Iterative improvements based on feedback

       Day 151: Final review with stakeholders

       Day 152: Preferred Go-Live Date! (Website is publicly announced and promoted)

       Day 153-156: Active Monitoring, Final Tweaks, and Planning for future maintenance and updates

SERVICE AGREEMENT

This Agreement is entered into as of September 25, 2023 by and between Grey Giant Technologies, LLC , a Washington State Entity ("Company"), and City of Yoakum, a Texas Economic Development Organization ("Client").

1. Services:
   Grey Giant Technologies, herein referred to as "Company," commits to design, develop, and deliver a comprehensive website for the client, focusing on presenting a dynamic platform catering to potential investors, local businesses, residents, and other site users. The website, built on WordPress, will encompass high standards of design and visual appeal, integrate crucial third-party web applications, and will be tailored to provide easy navigation, streamlined communication channels, inclusive of social media integration, and user-friendly functionalities. The site will be equipped with tools and features that align with the client's goals, while ensuring flexibility for phased functionality implementations and potential future integrations, all backed by 11 years of PHP expertise.2. Compensation: For the services rendered by the Company under this Agreement, the Client shall compensate the Company as described in Exhibit A attached hereto.

2. Term: This Agreement shall commence on the date first above written and shall terminate upon the completion of the services unless terminated earlier as provided herein.

3. Termination: Either party may terminate this Agreement upon [e.g., "30"] days written notice if the other party breaches any material obligation provided hereunder and the breaching party fails to cure such breach within the [e.g., "30"] day period.

4. Confidentiality: Both parties acknowledge that they may receive or have access to information that relates to the other's past, present, or future products, software, research, development, business activities, and the like. Both parties agree to protect the confidentiality of the confidential information of the other party in the same manner that it protects the confidentiality of its own proprietary and confidential information.

5. Indemnification: Each party agrees to defend, indemnify, and hold harmless the other party and its officers, directors, agents, and employees from any and all liability, loss, damage, expense, claims, or causes of action, including, without limitation, all reasonable outside attorney's fees, arising out of or related to its breach of this Agreement or its negligence or wrongful acts or omissions.

6. Entire Agreement: This Agreement contains the entire agreement between the parties and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter.

7. Amendment: This Agreement may be amended only in writing and signed by both parties.

8. Governing Law: This Agreement shall be governed by and construed in accordance with the internal laws of the State of Washington without giving effect to any choice or conflict of law provision or rule.

IN WITNESS WHEREOF, the parties hereto have executed this Personal Services Agreement as of the date first above written.

Name of Your Company   Name of Client

By: _____   By: _____

Robert Rico, Owner   [Client's Representative Name, Title]

Exhibit A – Compensation

See the "COST PROPOSAL" section of this document.

PAST EXPERIENCE

Grey Giant Technologies, with its foundation rooted in over a decade of expertise, has been at the forefront of web development and digital solutions. We pride ourselves on our proficiency in WordPress, a platform that offers robust features and adaptability. With 11 years of hands-on experience working with PHP—the primary language that powers WordPress—we have the acumen to tailor solutions, irrespective of the complexity.

We've showcased our multifaceted capabilities through various successful projects:

VolumePress: More than just a website, we transformed VolumePress into a full-service Print House ERP complemented with an online store, reflecting our capabilities not only in creating user-friendly interfaces but also in developing intricate back-end systems.

GreyGiant.com: Our very own digital footprint, developed on WordPress, stands as a testament to our belief in the platform's capabilities and our proficiency in harnessing its potential.

SaltCreekMedia: We didn't just design the site; we also meticulously developed all the products listed. Our engagement encapsulated both design aesthetics and functional soundness, ensuring a cohesive user experience.

Appraisal Software: We've worked with a small Nevada based Appraisal company to convert their legacy systems into a more modern stack.

Database Software: We've been working closely with MhetaData Marketing (https://www.mhetadatamarketing.com/) to help enhance their offering and supply modern web platforms.

MdTriage Web Conversion: We are currently helping MDTriage convert their legacy systems into modern, up-to-date customizable software. They are in the final legs of their conversion.

Old Site: **www.mdtriage.net**

New: **mdt-web.greygiant.com**

Nevada Irrigation District: Most recently we've connected with NID to transform their legacy PHP scripts and web projects into modern programs to help them remove old redundant servers.

These projects, amongst many others, represent a spectrum of our skills, from developing intuitive web applications to creating platforms that handle transactions worth millions. Each project underscores our commitment to quality, longevity, and client satisfaction. While we are in the process of expanding our portfolio in the Economic Development Organization realm, the foundational principles of usability, design, and functionality remain consistent, proving that our solutions, built over the years, are both resilient and adaptable.

TECHNICAL APPROACH

1. Website Design and Development:

Utilizing WordPress, a platform renowned for its flexibility and scalability, we'll develop a site that meets YEDC's requirements for high-quality design and visual appeal. Leveraging modern design principles, we'll create an interface that ensures optimal user engagement, combining aesthetics with intuitive navigation.

2. Dynamic Content and Communication Channels:

With the inclusion of custom post types and taxonomies, we'll present dynamic content tailored to YEDC's target audience. Integrated plugins will facilitate seamless connections to social media, ensuring streamlined messaging. Features like advanced search filters will ensure users find the content they seek with minimal effort.

3. Integration of Third-party Web Applications:

Understanding the significance of showcasing commercial and industrial property data and vital statistics, we'll integrate existing third-party applications into the site. Using API connections and custom-built plugins, these integrations will offer real-time data feeds and ensure a cohesive user experience.

4. Phased Functionality Implementation:

Recognizing budgetary constraints, we propose a modular development approach. Essential features will be prioritized for the initial launch, with subsequent functionalities rolled out in successive phases. This phased approach ensures the most critical needs are addressed promptly while offering flexibility for future enhancements.

5. Future-proofing and Extensibility:

The site will be built with forward compatibility in mind. The use of child themes, standardized coding practices, and regular backups will ensure easy updates and integrations in the future. The modular nature of WordPress plugins will allow for the addition of features as and when required by YEDC.

6. Multi-device and Cross-browser Compatibility:

By employing responsive design techniques and rigorous cross-browser testing, we'll guarantee the site's functionality and appearance remain consistent across various devices—be it PCs, mobile devices, or tablets—and major browsers like Microsoft Edge, Firefox, Chrome, and Safari.

7. Security and Maintenance:

Security is paramount. Leveraging industry-leading security plugins, coupled with best practices like regular updates, SSL integration, and periodic security audits, we'll ensure the site's resilience against potential threats. Additionally, we'll offer a maintenance plan to address updates, backups, and any potential issues proactively.

In summary, Grey Giant Technologies will utilize its profound WordPress expertise to craft a solution that's not only aligned with YEDC's current aspirations but is also poised for future growth and adaptability.

COST PROPOSAL

1. Website Design and Development:

Base website with core functionalities: $8,000

Advanced custom features (dynamic content, integrated communication channels, custom post types): +$4,000

2. Integration of Third-party Web Applications:

Basic integrations (up to 3 third-party tools): $3,500

Advanced integrations (more than 3 tools or requiring custom development): +$2,500

3. Responsive Design and Cross-browser Compatibility:

Included in base website cost

Extended compatibility testing (for less common devices/browsers): +$1,000

4. Security and Maintenance (optional):

Initial setup (security plugins, SSL, best practices): $1,000

Monthly maintenance (updates, backups, security checks): $200/month

5. Training and Documentation:

User training sessions (up to 3 sessions): $1,500

Creation of self-service documentation: $2,000

6. Hosting (optional, if required):

Initial setup: $500

Monthly hosting fees: Starting at $50/month (varies based on traffic and server requirements)

7. Additional Future-proofing and Extensibility:

Setup for easy updates and integrations: Included in base cost

Future integrations or feature additions: Quoted separately based on requirements

Total Estimated Cost Range: $20,500 - $30,500

Please note:

The above proposal provides a flexible structure within the given budget range. Some services may require adjustments based on the actual requirements during the development phase.

The pricing is an estimate and may vary slightly based on detailed discussions and specific requirements. Hosting fees can vary greatly depending on specific needs, traffic expectations, and server requirements.

NOTES

While Grey Giant Technologies has extensive expertise in developing a wide variety of web platforms, including custom web applications and commercial systems, we acknowledge a deviation from the ideal request of having previously served economic development organizations directly. However, our experience with similar projects places us in a strong position to cater to the unique requirements of the YEDC.

Though not directly aligned with EDOs, the work we've done demonstrate our technical prowess, commitment to quality, and adaptability to diverse industries. We are confident that this background positions us exceptionally well to develop a site that meets and exceeds YEDC's expectations.