City of Carroll

112 E. 5th Street Carroll, Iowa 51401-2799 (712) 792-1000 FAX: (712) 792-0139

MEMO TO: Honorable Mayor and City Council Members

FROM: Mike Pogge-Weaver, City Manager MJP-W

DATE: September 23, 2020

SUBJECT: New Website for the City of Carroll

The FY 2020/2021 budget included funding to complete an update to the main City of Carroll website (https://www.cityofcarroll.com/). The idea was to provide more of a focus on the Carroll community while still maintaining information about the "government" functions of the City. With over 40,000 unique user visits to the City of Carroll website in the past year, this is an important tool to showcase the Carroll community.

The City also maintains separate websites for the Carroll Recreation Center (http://www.carrollreccenter.com/) and the Carroll Public Library (http://www.carroll-library.org/). Both of these sites are also in need of updating. Funds were budgeted this fiscal year to complete updates on both of these sites. In discussions with both Jack Wardell and Rachel Van Erdewyk, it has been decided to bring those two sites under the City's main website. This will help reinforce them as part of the City's organizations and add to the overall City brand as more than just traditional "governmental" operations and allow the City to highlight the quality of life services the City provides. Additionally, bringing them under the City's website will save the City funds over the long term. The current URLs for both sites will be maintained. When the URLs are used by the public the user will go directly to the specific landing page within the City website for Rec Center or Library when a user uses those specific URLs.

Finally, the project will create unique content that tells the Carroll community story with videos and photography from the Carroll community. Specifically, the project will create a minimum of 15 two to three-minute videos highlighting items in the community along with showcasing community members and why they are part of the Carroll community. The City plans to use these videos on both our website and other marketing outlets like social media and cable marketing.

RECOMMENDATION: Mayor and City Council consideration of a resolution approving a contract with Fusebox Marketing for a new website for the City of Carroll in the amount of $18,020.

RESOLUTION NO. _____

A RESOLUTION APPROVING A CONTRACT WITH FUSEBOX MARKETING FOR A NEW WEBSITE FOR THE CITY OF CARROLL.

WHEREAS, Chapter 17, of the Code of Ordinances of the City of Carroll, Iowa, provides that all contracts made by the City be approved by the City Council by resolution; and

WHEREAS, the contract with Fusebox Marketing for a new website for the City of Carroll is attached hereto as Exhibit "A"; and

WHEREAS, it is determined that the approval of the attached contract is in the best interest of the City of Carroll, Iowa.

NOW, THEREFORE, BE IT RESOLVED that the contract with Fusebox Marketing for a new website for the City of Carroll., attached as Exhibit "A", be authorized and approved, and that the Mayor and City Clerk are authorized to execute the contract on behalf of the City of Carroll.

PASSED AND APPROVED by the City Council of the City of Carroll, Iowa, this 28th day of September, 2020.

CITY COUNCIL OF THE
CITY OF CARROLL, IOWA

BY:_____
Eric P. Jensen, Mayor

ATTEST:

By:_____
Laura A. Schaefer, City Clerk

FUSEBOX MARKETING

513 N. MAIN STREET
CARROLL, IA 51401
PHONE: (712) 775-2552

PROJECT PROPOSAL

NEW WEBSITE FOR THE CITY OF CARROLL

PREPARED FOR:

City of Carroll
627 N. Adams Street
Carroll, IA 51401

Mike Pogge-Weaver
mpoggeweaver@cityofcarroll.com
Phone: 712-792-1000

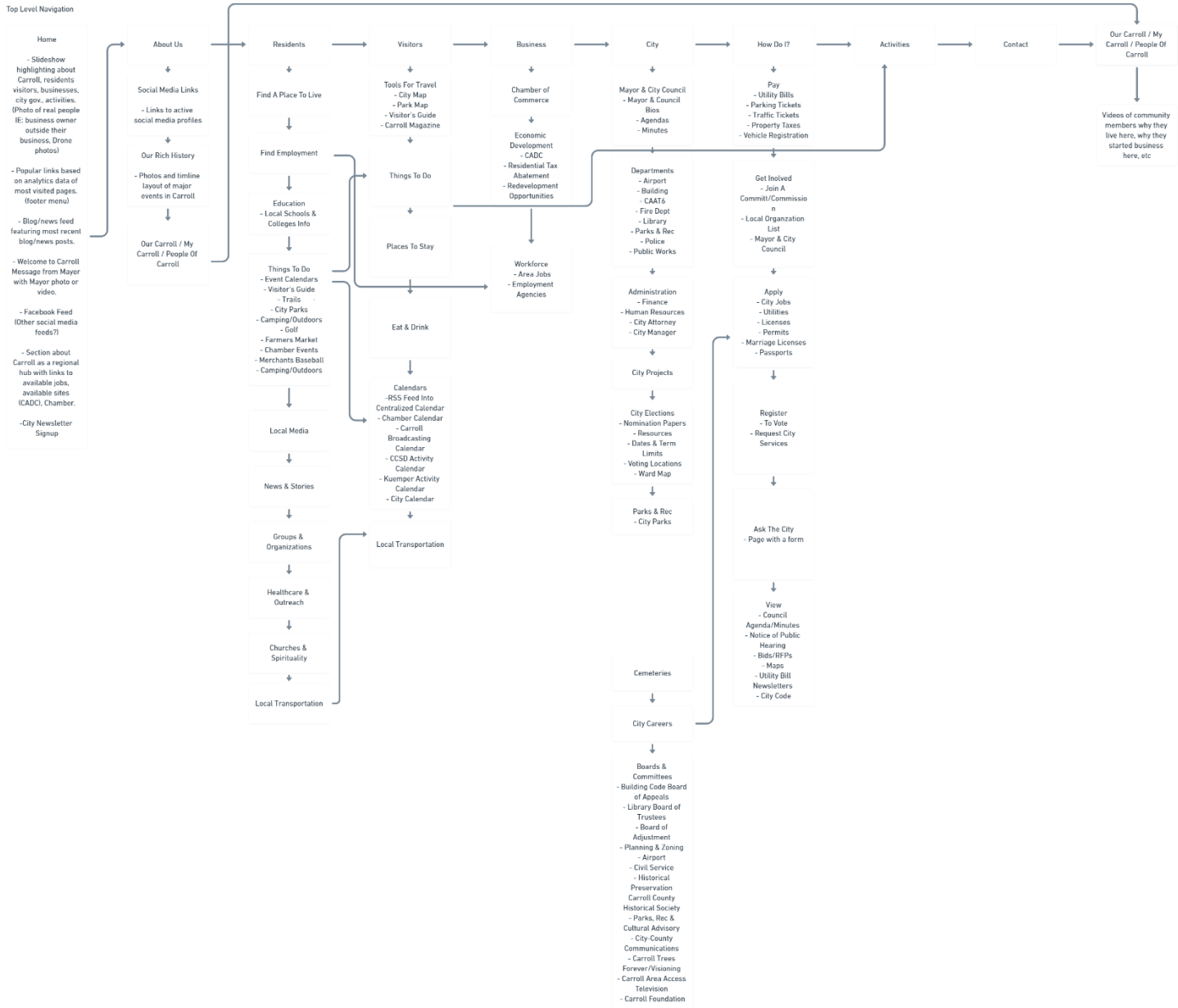
Proposal Sent:
09/22/2020

City of Carroll - Website Design Process

Step 1: Page Sitemap Creation

A page sitemap is a list of pages your website will contain and how they are organized. The sitemap also informs our team and clients which pages will be included within the website project. It also allows for coding preparation and what content needs to be created. The link below indicates the pages that will be included on your new website.

https://whimsical.com/8kaJbL6FYx7hcepsCxak1P



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Step 2: Design and Layout

Our team will meet with you to discuss the design, colors, and layout preferences for your new website. Next, we will design layouts of your homepage and internal web pages. We will review the designs with you via email or screenshare and revise the look and feel until your approval. Once you have approved the layouts, the website will be coded into a functioning website. Any design or layout changes after design approval may result in additional charges because of recoding time.

Step 3: Coding and Development

After all mockups have been approved, the design files are then passed to our dev team. Our dev team will turn your mockups into a functioning website by coding in HTML, JavaScript, PHP, and other coding. Our team will build the following functions into your new website:

- **Content Management System (CMS)** - WordPress is an online, open source website creation tool written in PHP. But in non-geek speak, it is probably the easiest and most powerful blogging and website content management system (or CMS) in existence today. Our team will customize your WordPress CMS to fit the needs for your website's functionality. Your website will contain all native WordPress features which includes page and blog creation.
- **Google Analytics** - Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google Analytics is now the most widely used web analytics service on the Internet. Google Analytics allows you to track daily visits, pages viewed, geolocation of traffic, and much more.
- **Responsive Coding** - Responsive coding is the approach that your design should respond to the user's device and screen. If visitors switch from a laptop to iPad, the website will automatically switch to accommodate for resolution, image size and scripting abilities.
- **Alert Manager** – This feature will allow you to update scrolling text on the top of the website to alert visitors of important information.
- **RSS Calendar**– This feature will be a city calendar with RSS feed with categorized events.
- **Public Job Board** – Public facing form where visitors can post job openings for their business. Each job will be automatically added into a job board. The website admin can adjust the default number of days the jobs will remain on the website. The administrator will be notified via email when a job is posted and will need to click an approve button for the job to be posted. The job board will be organized by placing the job openings in chronological order. Each job will contain: Job Title, Job Description, Pay, Company, Company Contact Information.
- **YouTube Channel Creation and Website Embed Feature** – Create a YouTube channel to host all videos for the website and create CMS feature to embed all videos by pasting YouTube link.
- **Blog** – Ability to create blog articles on website and blog can be categorized by time posted, category, and tag.
- **Blog Auto Feed** – Auto feed Blog posts to Facebook
- **Social Media Feed** – Feed the latest posts from Facebook, Instagram, and Twitter to website
- **Email List Sign Up** – Collect emails on website of individuals that want to receive emails from the City. Email contacts will be stored in administrative panel and can be exported into a CSV.
- **Agenda and Minutes Manager** – Ability to easily upload agenda and minutes and documents will auto format on the page and create a yearly archive.

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Step 4: Content Writing, Migration, and Development

Your sitemap allows clients and our team to visually see what content will be needed for your new website. During the coding and development phase our team will start gathering information for the content on your new website. Content will be gathered from your current website, new content provided by you, and our team will write copy and provide stock photography for any missing content. Our copywriter will write an average of 300 words per page for any pages missing content. You can send our team content by email, Dropbox, Google Drive, or similar.

Step 5: Client Review & Final Testing

After your website has been designed, coded, and content is added, it's time to perform a final review of the site. Our team will email you a test link to give you time to manually browse the website to ensure you are happy with the website before launch. Our team will make any final adjustments during this step and prepare the website for launch.

Step 6: Website Launch

Once you have thoroughly reviewed the website and are ready, we can launch your new website. Launching your website consists of pointing your domain at our hosting server. Once this is complete, your website will display online.

Website Hosting + SSL + Security

Website Hosting

A website is a series of files, images and code. These files take up space and need a place to live. Without an online home, your files would just sit on a computer and no one would ever see them. We provide website hosting suited for your website coding.

Secure Socket Layer (SSL) Certificate

An SSL is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browser remain private. You'll notice your website URL will start with "https" instead of just "http" telling users the connection to your website is secure.

Sucuri Firewall, Monitoring, and Performance Boost

Our web application firewall (WAF) is a specialized security tool that helps protect your website by filtering and monitoring your website traffic. Just as an online user can interact with a website, hackers can conduct malicious interactions as well. These attacks predominantly occur as SQL injections, cross-site scripting and malicious file executions. Our solution helps prevent these types of activities and provides additional website loading and performance using our content delivery network (CDN).

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Onsite Video Creation

As part of the City's new website, 1 minute videos of community members will be created. There will be 15 videos to start. Each video will include:

- Fusebox team will create questionnaire for all interviews
- Face to face interview
- On-site video with clips
- Sample individuals to interview (pending agreeing to being interviewed and availability):
    - Austin Scott, Owner of Fusebox Marketing
    - Jim Auen, Auen Distributing
    - Shaun Quam, McFarland Clinic
    - Sam Dvorak, McFarland Clinic
    - Eric Jensen, Mayor
    - Brandon Vonnahme, Owner of Anytime Fitness & Verizon Wireless
    - Sondra Rierson,
    - Joel Lundstrum
    - Chris & John, Carroll Merchants
    - Mike Franey, Real Estate Agent
    - Heather, Fusion Dance
    - Etc.
- ***Drone video can be added for an additional charge for each video

Photography

To provide a professional and updated look and feel to the new website, our team will take photography for the new site.

- Photos of all city parks and amenities
- Photos of individuals who will be in videos
- Photos of City's downtown, welcome signs
- Chamber of commerce & staff
- Municipal Golf Course
- Merchants Park
- Sauk Rail Trail
- Farmer's Market
- Swan Lake / Camping
- St. Anthony Hospital
- 3-4 Families Outside Home (for residents' area of site)
- 4-5 Restaurants (outside of building (slideshow for places to eat)
- Outside of DMACC, CCSD Buildings, Kuemper Buildings
- Outside of St. Anthony, McFarland Clinic, Chiropractic Clinic(s)
- Carroll Museum
- Bus & Limo Company
- Development properties

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- Airport
- Fire Department
- Library
- Police Station (cars and outside)
- Administration Group Photo
- City Hall
- Cemetery

Investment

Service Description	Investment
Professional Website Design, 15 Videos, Photography	$18,020 (one-time)
Website Hosting + SSL Security	Already Paid For (Current Website)
Sucuri Website Firewall Protection	Already Paid For (Current Website)

Terms and Signatures

Website Design Warranty

To ensure that you get the most out of your website and that your online presence reaches its full potential, Fusebox Marketing provides an extensive 30-day website design warranty and maintenance policy for the solutions we build and host. Websites that are not hosted by Fusebox Marketing are not covered by this warranty. The warranty begins upon the launch of your website. Any code altered by the client, other vendors, and/or 3rd party applications used in the website is outside the scope of our warranty. The accuracy of content provided or approved by the client to complete the website is the client's responsibility. Warranty requests can be made via phone or email and include the following types of updates: fixing broken links, error messages, loading problems, viewing or downloading content, layout and display issues, text or image updates, or anything else that needs resolved which is within the scope of the website design project. There are excluded items not covered by warranty which include but are not limited to: problems/errors arising or caused by hosting system (unless Fusebox Marketing is hosting your website), client error, 3rd party integrations, design or layout changes after design approval (moving images or text around/changing website color scheme/etc.), new functionality, additional pages/content not stated in scope, and digital marketing (meta tags/title tags/etc.) (this is generally part of a separate service offering such as SEO).

Website Design/Domain/Hosting Payment Policy

We require a non-refundable down payment of half of the website design project investment price for to be paid up front to start the project. We will invoice for the second half of the project and any yearly fees related to the project upon launch of the website. All yearly fees for services such as domain registration and website hosting are paid up-front for the upcoming year.

Website Maintenance

Website maintenance and updates are made at our current hourly rate and are billed in quarter-hour increments. You may also opt into our web maintenance plan which is perfect for clients who need their website's usability, design, functionality, and security to be continuously improving. Our team will make necessary coding and design enhancements, provide you with any support you need, improve graphics, increase page load speeds, and more. This time can also be used to make any website updates to text or images you request.

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Marketing Payment and Cancellation Policy

All monthly recurring services will be billed on the 1st business day each month after services for the previous month have been completed. This includes, but is not limited to the following: SEO, SEM, PPC, Social Media, Email Marketing, and Web Enhancements. All marketing services have a 6-month commitment and are month to month after the 6-month term. If you decide to cancel any service after the initial 6-month term, our team will finish the work for the month of cancellation and invoice you one final time. For any cancellations that occur within the initial 6-months, the client is responsible to pay for the remainder of the full 6-month agreement. Fees for 3rd party vendors may be eligible to be cancelled immediately. For 3rd party fees such as Google Ads, CallRail, and Facebook ads, the client will pay those 3rd party vendors directly.

Stock Photography/Video Usage

Your website or other marketing collateral may include stock photography. Fusebox Marketing uses Adobe Stock to purchase stock photos and video to use on client websites. The licenses and videos used on your website belong to Fusebox Marketing, unless the client purchases and provides our team with the files. In very rare cases Fusebox Marketing may request removal of images or videos from website or other collateral or any photos or videos licensed to Fusebox Marketing.

Signatures

By signing this signature page, you agree to all terms and services listed within this proposal.

Client: City of Carroll	Company: Fusebox Marketing
Print Name:_____	Austin Scott
Signature: _____	Signature: _____
Date: _____	Date: _____

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