

CHATMOSS

WEB SYSTEMS

February 7, 2014

To: Philip Wenkstern
West Piedmont Workforce Investment Board
300 Franklin Street, Box #9
Martinsville, VA 24112

From: John Franck
Chatmoss Web Systems LLC – FEIN 26-0342380
315 Plantation Road
Martinsville, VA 24112
276-634-7374
john@chatmoss.com

Re: **Proposal – New Database-Driven Website for WPWIB**

Dear Philip,

Thank you for allowing us to make the following proposal for development, hosting and ongoing support of WPWIB's website at www.vaworkforcecenters.com:

Website Features:

- Professional new graphic design
- Clear organization and intuitive site navigation for easy access to desired information, no matter who the audience. We will recommend a layout for best usability, utilizing your input.
- Social Media links – prominent links to Facebook or other social media sites, as desired.
- Public and Private areas – Private areas to require user login
- Extensive Content Management Features:
 - Page Manager – allows adding of new pages and organizing the website's navigational menu
 - Page Editor – Easy editing tools for entering / changing page text and images.
 - Video – Embed video (YouTube, Vimeo, etc.) on any page
 - Documents – Upload documents (typically PDF) to any page, organized by category
- Users – admin tool for managing list of site users and their permissions
- Possible new design features:
 - self-managed photo slideshow(s)
 - photo gallery
- Technical – The site will be coded in standard HTML/CSS. Animated browser interactions (menus, slideshows, etc.) will be programmed in JQuery. Server-side language for logical and database interface will be Coldfusion 9.

Development Process:

- On-site meeting at WPWIB to established detailed list of new site features / requirements
- Completely new graphic design – based on the final detailed requirements list, a new graphic design will be created and presented for your review (JPG or PDF format). The design, depicting the home page and one typical internal page, will be an exact graphic rendering of the

new site. After your review, the design will be revised as needed, and finalized

- HTML / CSS programming – After the design is approved, it will be converted into HTML
- Add CMS and Back-End Functionality – After the HTML site version is completed and approved, all back-end functions will be added (database programming). The site will have extensive content-management features, allowing you easy ability to re-arrange the site menu structure, add/modify page content, upload images and documents (as links), video, etc.
- Transfer of existing content – After programming is completed, we can assist as needed in the transfer of page content and documents from old to new site..
- SEO – We will optimize the site for best possible search engine results

Costs:

- Graphic design and programming for website as described above - \$2,850
- Payment – 1/3 at beginning of project – balance due upon completion and activation
- Monthly web hosting / technical support - \$75 per month *

* Hosting / support includes as-requested updates to content and images of website pages and all technical fixes as may be necessary. It also includes as-needed training or assistance to your staff for purposes of managing content of the site. Post-activation enhancements that requiring new graphic design or new programming will be extra – billed at our standard hourly rates.

* Hosting by our company is required

OUR EXPERIENCE AND QUALIFICATIONS

- **Experience** – During our 14-years in business, we have designed and built well over 100 websites, almost all them database-driven – and most of them still in service. Our database design techniques are quite advanced, using reliable methods well-honed and tested over time. We have had a full-time graphic designer on our staff. All of our designs are creative and original. Collectively, we have extremely strong skills in:
 - Adobe Illustrator
 - Adobe PhotoShop
 - Adobe Flash MX
 - HTML (hand-coded)
 - CSS
 - Javascript – standard and jQuery
 - Coldfusion (programming language)
 - PHP (programming language)
 - SQL (database query language)

Numerous client references can be furnished upon request.

- **Qualifications** – Our experience with database-driven web systems makes us uniquely qualified for your project. We can provide an impressive graphic design, and creative, easy-to-use solutions that will make it simple for your staff to maintain the site's content in good order. Our current clients include several Chambers of Commerce, museums, theaters, realtors, and property management associations.

- **Staff:**

John Franck - Owner/President (primary point of contact)

John has over 16 years experience in web design and database web programming. Prior to his founding of our company in 1999, he worked for 20 years in senior management for a large public textile/apparel company. This broad base of management and technical experience gives him a unique ability to understand the communication needs of our clients. - Education: B.S. Management - Georgia Tech

Jay Franck – Designer / HTML Programmer

Jay has over 8 years of experience in the graphic design field and 5 as a programmer. Prior to joining our company, Jay was a freelance designer and worked with other web development companies, print shops, and magazines. - Education: B.A. Graphic Design - Virginia Commonwealth University.

Daniel Franck – HTML / Database Programmer

Daniel joined the company in 2013, specializing in database web programming and WordPress – Education: B.A. Fine Arts – Hampden-Sydney College

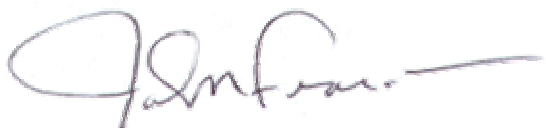
Other Projects / References:

Please review the following list of just a few existing websites we've built. These have many of the design, function and admin features that we envision for your project:

- www.milesinmartinsville.com – Miles in Martinsville – Central database-driven website for area running races (Martinsville, Virginia) – Cari Zimmer, Director, Activate Martinsville-Henry County - 276-632-6427
- www.martinsville.com – MHC Chamber's website – Amanda Witt, President – 276-632-6401
- www.carliseschool.org – Carlisle School – Tommy Hudgens, Headmaster – 276-632-7288
- www.theharvestfoundation.org – The Harvest Foundation - Ally Rothrock, Executive Director – 276-632-3329
- www.hamletvineyards.com – Hamlet Vineyards – Virginia Hamlet, Owner – 276-629-2121
- www.brac.com – Blue Ridge Apartment Council – Real Estate search engine – Charlottesville, Virginia – Tammy Garrison, Marketing Chairman – 434-872-9000
- Other examples of our work can be seen at: www.chatmoss.com

Thanks, Philip. I look forward to hearing from you soon!

Sincerely yours,



John M. Franck
Owner / President

Chatmoss Web Systems LLC