

RFP: 298-WebsiteRFP

**Website Redesign
City of Asheville, NC**

RFP Response Due: 4:00 PM, 12, Feb. 2015

**Crutchfield Advertising
OFFER to Contract Services**

COMPANY NAME

Crutchfield & Associates, Inc.

DUNS

02-763-8311

FEDERAL TAX ID

56-1487871

ADDRESS

515 College Road, Suite 14, Greensboro, NC 27410

POINT OF CONTACT

Bernadette Trinidad, Contractor Representative

P - (336) 297-1222 F - (336) 297-1333

E - bernadette@ca-ideas.com

BUSINESS TYPE

Corporation established in 1985

Certified Minority-Owned Small Business

Self-Certified Woman-Owned Small Business

REPRESENTATIVE NAICS CODES

(for the purpose of this solicitation)

541430, 541810, 541890

Since 1985

www.ca-ideas.com



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February 12, 2016

Ms. Christy Edwards
Web Content Manager
City of Asheville
70 Court Plaza
Asheville, NC 28802

Subject: Solicitation 298-WebsiteRFP

Dear Ms. Edwards,

Crutchfield & Associates, Inc. (also known as Crutchfield Advertising) is delighted to submit its' response to the above referenced Request For Proposal (RFP) for Website Redesign services for the City of Asheville.

CA has a 30 year history of demonstrating trusted and reliable abilities to be considered a valuable vendor and partner. We are proud to offer services to help our State government and the customers it serves to protect and improve its citizens and communities. With Crutchfield & Associates being "almost local" to the beautiful city of Asheville, team members can easily drive to meet with project members of the City of Asheville when necessary.

As you review the proposal, we have every belief that it will meet the requirements as called for in the Scope of Work to accurately reach your agency's goal through this solicitation.

On behalf of Crutchfield & Associates, Inc., I thank you for the opportunity.

Respectfully,

Bernadette Trinidad, President
Crutchfield & Associates, Inc.

Legal Disclaimer: Submission of this proposal in response to the stated solicitation is understood to be non-binding (other than pricing for now-available services/products listed in our quotation) for consideration by the soliciting agency. In this particular solicitation, it is further understood that this proposal is subject to disclosure under any public records act set forth under the laws of the State of North Carolina and any rules followed by The City of Asheville.



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Why Crutchfield & Associates?

Because we're practically your neighbor! Just 166 miles apart on I-40, Crutchfield & Associates, Inc. is a Greensboro, North Carolina based advertising and marketing agency, operating as Crutchfield Advertising. Established in 1985 by commercial photographer, John Crutchfield, III, the agency was founded on the idea of providing cutting edge solutions to everyday business for any size company.

From pharmaceutical, baking and packaging machine manufacturers, to community banks and today's entrepreneurs, Crutchfield & Associates has the history, experience and just plain understanding of what it takes to truly think outside of the box for every one of its clients. CA acts as a fly on the wall to give their clients the perspective from outside of their own world. Having a partner to trust and count on for views from the customer's perspective is important to truly growing or improving any business or service. It will never be about our bottom line. It will always be about our client's bottom line. And positioning our client's business as the best in their industry is what drives us in the ever-evolving marketing industry.

Partnered with a team of highly skilled technical developers, designers and copywriters, no project has ever surpassed our process-driven approach to deliver the best to every client.

Crutchfield & Associates' Leadership

In 2006, Jack Crutchfield met Bernadette Trinidad for the first time. He didn't hire her for her extensive background in the advertising business, but more for her honesty in what it takes to have a high degree of good morals and integrity in the tough business of the advertising industry. She always credits her experience of growing up the daughter of an Army Sergeant Major as the foundation of responsible team playing. Over time, Jack really appreciated Bernadette's steadfast ability to put every client's business ahead of itself. Her passion for continually changing technologies and always thinking ahead attitude is what carries her.

Bernadette was promoted to Managing Partner in 2009. Upon Jack Crutchfield's passing in 2010, she became President and Chief Executive Officer of the agency. Today, Bernadette shares the joy of working closely with team members to transform creative ideas into great client solutions.

Bernadette has a deep love for music. She can relate to most any genre—from Symphony to today's Top 40, to Mariachi music! She worked with the Las Cruces Symphony Association for two years and travels back to New Mexico each year to support the Las Cruces International Mariachi Conference, Concerts & Fiesta, an important educational workshop event for the Southwest. She has actively served on the Board of the Greensboro Symphony since 2011 and the Board of the Old North State Council of Boy Scouts of America since 2014.

Away from the office, Bernadette spends time with a loving husband of over 30 years and their four beautiful and talented children.

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OUR WEB EXPERIENCE

At CA, we are able to design and build web sites for business-to-business and business-to-consumer organizations. Our services help businesses solve problems, reach more customers and drive growth. We have an extensive background in developing optimized web sites for mobile devices. Under the direction of our Executive Vice President and Technical Director (Moxy), our highly skilled technicians develop various web solutions and digital strategies to suit any industry or service category. Whether a CRM or CMS, we have the technical team in place to design and develop web sites, and teach clients how to be confident in the use of the tools necessary for their independence when it comes to managing their site.

A few samples of our experience include:

Winston-Salem Fairgrounds - <http://wsfairgrounds.com>

Our team created new branding, website and marketing.

Airbound Trampoline Park - <http://airboundtrampolinepark.com/>

Our team created new branding, website, SEO, Digital Signage and marketing for their two locations.

Peters Auto Mall - <http://petersautomall.com/>

We created a custom application and provided SEO services, marketing collateral, Pay Per Click and Display advertising, TV, Radio and Print advertising.

AD Systems™ High Performance Doors - <http://specadsystems.com/>

Our team created a Custom Application and provided SEO services, marketing collateral, Pay Per Click and Display advertising, all which increased their sales by 4,000%!

Roofing Pro - <http://roofing-pro.com/>

We created new branding, website, SEO services, Pay Per Click advertising and marketing collateral.

Merritt Webb, Attorneys At Law - <http://merrittwebb.com/>

We created new branding, website, SEO services and Pay Per Click advertising.

Home Paths - <http://homepaths.org/>

Our team created a Custom Online Learning Application for Financial Pathways of the Piedmont.

My Broker Match - <http://mybrokermatch.com/>

Our team created a Custom Software Application for the Real Estate Industry.

National Guard - We are about to launch this Custom Referral Application for soldiers:

<http://23.250.19.146/national/pages/selectUnit>

National Guard - We are about to launch this Custom "Find a Recruiter" Application:

<http://23.250.19.146/national/pages/search/>

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OUR PLAN

CA proposes to provide a custom-built website on the latest version of the Bootstrap Framework and WordPress CMS (4.4), which allows an enhanced web presence, due to the SEO preference of WordPress by search engines and the ability for easy updating by the City of Asheville's content editors.

Our extensive software development background allows us to create custom templates which are driven by an industry standard web framework (Bootstrap) and the most popular content management system in the world (WordPress) to allow future updates to be done to the systems framework with a click of a button. We were pioneers in mobile web sites for over 6 years before mobile responsive sites were a standard. This allows us to understand how to create mobile user interfaces that engage visitors and make the mobile experience a pleasurable one.

In developing the new web site, we will provide custom field types for all data areas of the site, which will allow easy updating as simple as using Microsoft Word. The user would navigate to a page that they want to edit and click "Edit Page." They can then edit all of the page content in a simple editor format, including adding images and video. Events, calendars and documents can be added in a similar fashion.

Bootstrap framework is the leader in mobile responsive web frameworks and was developed by Twitter. All pages will display properly on any web-enabled device. We will develop responsive layouts for all templates based on core functionality for viewer's use in the mobile experience. Your content editors would be able to edit "Zones" in the templates to create new templates and layouts as required with a simple drag and drop functionality.

The new web site can be hosted on our secure dedicated servers at WP Engine (A world leader in WordPress web hosting, security and monitoring) for a monthly fee or hosted on your specified servers.

In conclusion, the new web site will cover all areas on the City of Asheville's wish list per the RFP. It will have a new look and feel, giving a great user experience, as well as being compliant for accessibility. As mentioned, it will be responsive-developed to handle mobile/smartphone/tablet devices across all operating systems. The new site will integrate with the Asheville City Source blog and other linked sub sites, as well as allow the City of Asheville's content editors to easily edit and add additional content quickly.

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THE DELIVERABLES

Custom web site development includes the following:

- Development of five slider graphics for home page slide show to promote core offerings.
- Development of a custom graphic theme to provide a fresh, engaging site.
- Transfer/migration of initial content and optimization for search engines, including meta descriptions, keywords, alternate tags for images, proper keyword density by page and site, etc., ensuring the site be accessible to persons of all abilities.
- Keyword volume research to establish page URL and title names to optimize for searches.
- Creation of custom call-to-action graphics for the site.
- Integration of e-mail marketing software of choice for forms.
- Integration of Social Media sharing and feeds as required.
- Integration of Google Plus reviews.
- Integration of Google Analytics for traffic and demographic reports.
- Submission of XML site map to Google, Bing and Yahoo search engines.
- Creation of image and video galleries.

Full responsive theme programming includes:

- Mobile-optimized graphics
- Responsive layout coding for tablets
- Responsive layout coding for phones
- Custom app icon
- Click-to-call integration
- Click-to-e-mail integration
- Mobile forms for tablet and phone
- Creation and submission of mobile site map to search engines
- Integration of social sharing and feeds.

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THE PROCESS

It takes a well-oiled team to create a solid web site. Under the full direction of our Technical Executive Vice President, a timeline would be established for the start of the project to the live acceptance of the web site. Our process includes, but is not limited to:

Planning -

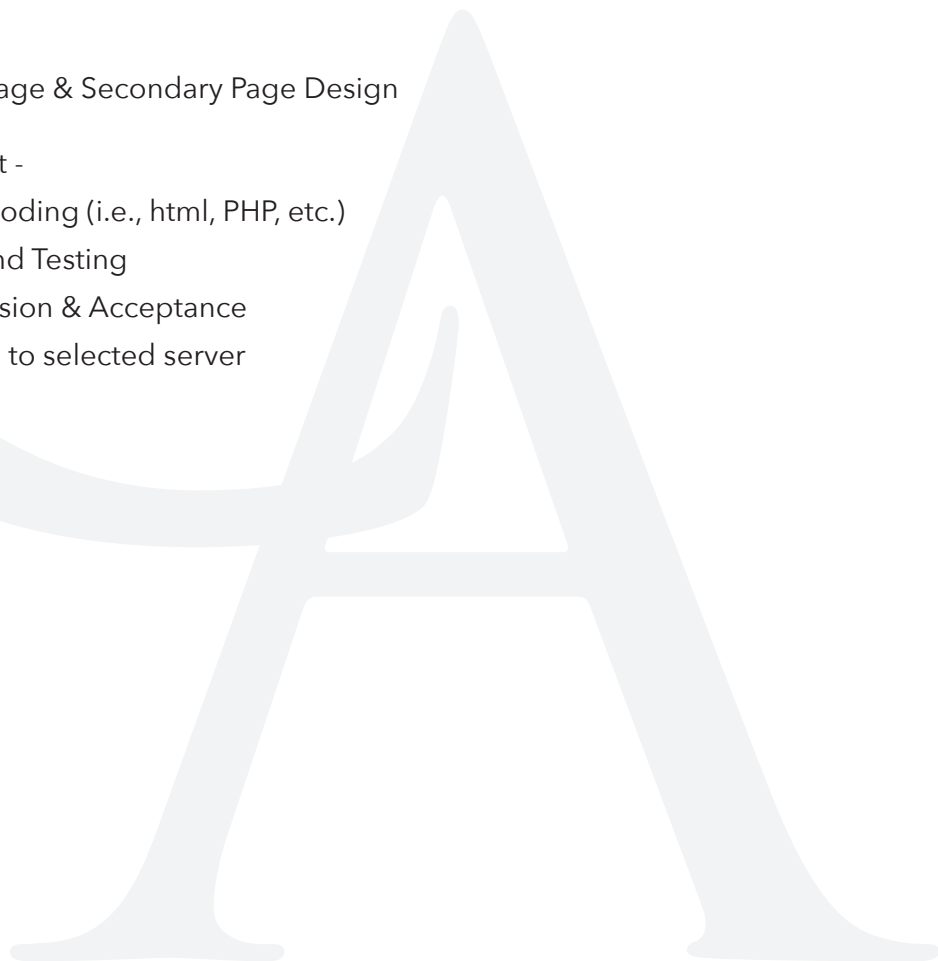
- Site Goals
- Number of Pages
- Site Hierarchy
- Language(s)
- Site Tools Determination (i.e., Flash, carts, forms)
- Specialized Content (i.e., animations/graphics, videos etc.)

Design -

- Primary Page & Secondary Page Design

Development -

- Primary Coding (i.e., html, PHP, etc.)
- Review and Testing
- Final Revision & Acceptance
- Migration to selected server



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OUR COST

Design & Development \$28,000.00

Based on a specific timeline, cost includes a custom-built WordPress CMS (v4.4) with user-defined access, custom plug-in functionality, etc., programmed by a specified team of technical designers and developers. Cost also includes migration of the complete approved site to a specified server and training of client-specified users.

Secure Hosting *(if applicable)* \$ 29.00 per mo.

NOTE: The City of Asheville shall pay the amount of any sales, use, excise or similar taxes applicable to the performance of the services, if any, or, in lieu of such payment, the City of Asheville shall provide Crutchfield & Associates, Inc. with a certificate acceptable to the taxing authorities exempting the City of Asheville from payment of such taxes.

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