



Big Bridge Design for City of Asheville

WEBSITE REDESIGN RESPONSE TO RFP | FEBRUARY 12, 2016

COMPANY HISTORY

Big Bridge Design (www.thebigbridge.com) opened its doors in Asheville, N.C., in October 2002 as a group of like-minded advertising and design professionals, sharing one common goal: connecting people to brands through strategic marketing. We make it our business to discover how each brand's story fits into the lives, businesses and passions of real people. We then implement our creative strategies building a lasting relationship between the two.

One way we help our clients succeed is through beautiful, intuitive, effective web design and development. Our philosophy is based on principles that emphasize user experience and user interface best practices, while maintaining a professional design aesthetic that helps clarify branding and identity across the site.

Big Bridge has always emphasized effective marketing principles while executing excellent creative direction.

WE SPECIALIZE IN THE FOLLOWING SERVICES:

- **Brand Research, Identity, Positioning & Messaging**
- **Web & Digital Development**
- **Packaging and Product Design**

NOTABLE CLIENTS INCLUDE:

Asheville Area Chamber of Commerce

Asheville Brewers Alliance (www.avlbrewers.com - New site coming soon)

B.B. Barns Garden Center (bbbarns.com)

Blue Ridge Community Health Services

Blue Ridge Bone & Joint

City of Brevard (www.tannerypark.org - coming soon)

Gillespie Dental Associates (www.drtingillespie.com/)

Green Man Brewery (www.greenmanbrewery.com/)

Highwater Clays

Hi-Wire Brewing (hiwirebrewing.com - New Site Coming Soon)

Land of Sky Mobile Canning (landoftheskycanning.com)

Mission to North America (MNA) of the Presbyterian Church in America (pcamna.org/)

Tobacco Road Golf (tobaccoroadgolf.com)

Tobacco Road Travel (tobaccoroadtravel.com)

STEVE BECKER | CREATIVE DIRECTOR

Stephen received a BFA in Graphic Design from Appalachian State University. After cutting his teeth with one of Durham's most progressive design firms, Stephen felt the pull of the mountains and in 2009, returned to become Big Bridge's new Creative Director. Since his arrival at Big Bridge, the agency has established new offices on Eagle Street in downtown, expanded both its creative and web development teams, and has developed a strong local client base built on carefully crafted identities.

JERRY SEWELL | DIRECTOR OF BUSINESS DEVELOPMENT

Jerry specializes in business development for Big Bridge clients. Big Bridge's commitment to inspiration and innovation are a perfect fit with Jerry's professional acumen. As the sole proprietor of a successful small business, Jerry cultivated a unique ability to simultaneously manage multiple projects while maintaining a commitment to quality and the ultimate goal of complete customer satisfaction. From sales to production, Jerry has done it all. His skills in leadership and team building are the most important tools that he utilized in building a profitable company and he aspires to do the same for yours. Jerry describes himself as a proven leader, driven and eager for new challenges.

HEIDI GRUNER | SENIOR DESIGNER

A native of Chattanooga, Tennessee, Heidi Gruner has lived and worked in Asheville for the past 8 years. The vibrant culture and great people of Asheville led her here after receiving her BFA in Graphic Design from the University of Tennessee. Heidi worked as Gallery Director at Castell Photography Gallery in downtown Asheville for 6 years. Her passion for contemporary art coupled with her love for great design gives her a unique perspective in creative projects. The culture of the arts in Asheville has played a major role in her time here and shows itself beautifully in her designs.

JAKE VOIGT | DESIGNER

An Asheville native & design nerd, Jacob is drawn to clean, beautiful, and functional compositions, and particularly enjoys working with clients on branding and websites. Jacob's energy and perfectionism are great assets to Big Bridge and his clients. He'll freely admit that his greatest strength and weakness is that of perfectionism – great for those he works with, but it puts a dent in his free time. Design, music, and the outdoors are his passions, while sleep is merely a hobby.

GREG HOLLOWELL | WEB DEVELOPER

Developer and programmer, Greg Hollowell, has a strong background in graphic design and CSS, and is adept at working with HTML5, CSS3, WordPress, JavaScript, ActionScript 3 (Flash programming), HTML5 audio/video, and PHP. Big Bridge is committed to working with you to design an innovative website, realize your vision, and help drive your business to success.

PROCEDURES

Upon contract signing, we will begin with an initial meeting to address design questions and development goals, to be followed up with a more detailed design and development questionnaire to help us create our initial concepts. We ask that a team of key stakeholders be involved in this process.

Once we have our initial design, we will present it to the client during an in-person meeting. This initial design will

include overall design elements, along with page templates and content examples.

The client is allowed three revisions on the design elements. Once the final design is signed off on through electronic signature, we will begin development. Prior to the start of development, we will hold an additional meeting with the client to review site structure, design elements, and development procedures. No additional design changes are allowed after development commences.

The development of the site will take place on a remote development server to allow for review at several steps of the process. Final signoff on the development of the site will take place on this development server. The client will be able to make up to three rounds of edits on development (this includes the site functionality, the structure of the site, such as menus and sitemap, but does not include additional design elements beyond the approved design from the design phase of the project).

Once the client has finished edits on the development, we will deploy the site to the client's servers or remote hosting and perform testing to ensure complete functionality as laid out in the scope of work.

Training for the site will include three detailed sessions for content editors, plus a more in-depth session for website staff. We will also produce a user manual for future reference.

We prefer to have one point of contact with the client, and that person should have the ability to make most decisions. That person will also be responsible for collating comments from other stakeholders and communicating them to our team.

We currently use Slack (a messaging app) as our communication tool for projects. Slack consolidates all project communications into one location with a clear and simple record of all requests, eliminating the need for confusing email threads. A Slack team will be set up for this particular project with relevant channels created for various modules within the project.

OUR EXPERIENCE:

PROFESSIONAL CONTENT MANAGEMENT SYSTEMS: In the last 24 months, we created 20 different websites for clients using the Wordpress Content Management system. Our developers now use Wordpress exclusively because it is flexible, scalable and open source. We have found the backend of Wordpress to be easy to use for clients with limited-to-moderate web experience. Wordpress currently powers more than one-quarter of public websites, so many people have experience working in the system already, which speeds new user onboarding.

TEMPLATE DESIGN: When building client sites in Wordpress, we build custom themes and design various page templates to be used for both existing and future content. We use a combination of custom built and third party plugins to enhance functionality. All of the sites we have built in the last 24 months include custom themes and at least one custom page template. Our themes are fully responsive and adhere to all W3 standards.

SKINNING: In addition to our custom Wordpress themes, we have experience integrating 3rd party systems into those sites to provide a seamless experience for the user. One recent example of this is the Tobacco Road Golf Course tee time reservation system, which uses a third party scheduling software solution. We were able to

modify that third party system to include a header and footer that matches the Wordpress site. As a result, the user does not notice that they have left the Wordpress environment for a third-party system.

END USER TRAINING: Based on the size and scope of the project, we allocate a percentage of time toward training. Training is conducted by qualified staff, and takes the form of in person meetings, video and written tutorials, and office hours for questions following launch. Our training program is highly customized based on the number and type of user, and their comfort with working in a website CMS.

SCOPE OF WORK

DESIGN: A fully customized website design using currently accepted best practices in User Experience and Interaction. This design will be fully responsive for any screen size and will include a homepage template and up to nine additional page templates. This design will be based on currently existing style guidelines for the City of Asheville, and will integrate with currently used third party extensions, as well as the City Source Blog. The client will get up to three rounds of revision on design items before the start of the development phase. Design hours include project management and communications with City of Asheville point of contact.

HOURS: 63 | HOURLY RATE: \$95 | COST: \$5,985

DEVELOPMENT: We will provide a custom Wordpress site based on the page designs approved during the first phase of the project. This site will integrate seamlessly with the Asheville City Source Wordpress Blog, as well as other third party software currently in use by the city. The site will be fully W3 standard compliant and will include accessibility enhancements for users with visual, hearing or physical impairments.

The Wordpress Content Management System includes unlimited user logins with a variety of access levels and roles available to allow controlled access to certain parts of the website editor, including document management. Wordpress also includes a WYSIWYG content editor that is easy to use for anyone with basic word processing experience, as well as a text-based editor for more experienced webmasters. The system also includes a preview changes function, and the ability to view revisions to individual pages and posts if needed, along with which user made the changes. Top level users will be able to create and change navigation menus, including adding pages, changing the order they appear in, and updating page names.

Our custom development would include the ability to submit changes for approval, to select page templates from within the page editor, and several shortcode items to allow for easy styling of pages and posts. We will build a calendar system that allows users to add events and includes a few display options, along with the ability to subscribe to receive updates. The site will integrate with the city social media accounts on relevant pages, including the homepage.

We will implement a search system that easily searches across the site and provides results in an easy-to-see format with most relevant results first. The website development includes friendly URLs, sitemaps, cross-browser testing, and support for Google Analytics. The entire site will be optimized for mobile viewing and page load speed.

Development hours include documentation and training sessions for website users, including a detailed session

for content editors and an in-depth session for webmasters. The client will be allowed to make up to three revisions in site functionality during the development phase.

HOURS: 126 | HOURLY RATE: \$95 | COST: \$11,970

CONTENT MIGRATION: The City of Asheville website currently has 560 pages of content. As part of this project, that content will be migrated over to the new Wordpress system. This content transfer will include currently existing content as it appears on the current site. It does not include edits to the current content, although city employees will be trained on how to make those edits during our training phase.

The City of Asheville will be allowed to determine if there is any content that does not need to be moved to the new site, or if there are pages that need to be combined.

Hours: 126 | Hourly Rate: \$95 | Cost: \$11,970

OVERALL COST: \$29,925

OPTIONAL ELEMENTS: In order to take advantage of all the beauty that Asheville has to offer, we recommend expanding your current photo library for the website with some new photography. There are two options for accomplishing this. The first is to license existing photography. This is a very cost-effective way to get new high-quality imagery on the site. With stock photography, however, we do not have control over certain aspects of the photos, including the race and gender of the people photographed, and the angles or time of year scenic photos were made.

The second option would be to hire an Asheville-based photographer to create photos exactly to our specifications. In doing this, we can ensure that we get a wider range of people in the photos and that we get exactly the images we want. The city will own the photos after the shoot, and they can be used for additional city communications and marketing.

Stock Photography: To license stock photos for the site, there are a wide range of options and pricing. We recommend you set aside a budget of at least **\$2,500** for stock photography for the site.

Additional Photo Shoot: Working with an Asheville-based photographer, we propose a three day shoot that includes a day of photography with diverse models at outdoor locations, such as Pack Square and a local park, a day with city workers providing services for citizens, and a day to get scenic shots without models. These photos will include unlimited rights for reuse and will be the property of the City of Asheville. Big Bridge Design will provide project management for this project, and will work with the City of Asheville to create a shot list that will result in high-value photos for use in the coming years.

Estimated Cost: TBD based on client specs and available budget

REFERENCES:

MARK STEWART | TOBACCO ROAD GOLF COURSE & TOBACCO ROAD GOLF & TRAVEL

Owner of Tobacco Road Golf Course (tobaccoroadgolf.com)
and Tobacco Road Golf & Travel (tobaccoroadtravel.com)

PHONE 919.777.3003

EMAIL mark@tobaccoroadgolf.com

Description of Contract:

Tobacco Road Golf Course is a top 50 ranked golf course in the world. We recently completed a rebranding, focusing on the history and future of the course. During this effort, we built two separate, but interrelated websites for them. The first focuses on the Golf Course itself, including a virtual tour and links to the pro shop and golf-specific travel packages. The other site focuses on the Tobacco Road Golf & Travel company servicing the Pinehurst Area, and focuses on off-the-course amenities, including hotels and vacation rentals available for travelers in the area.

FRED MARSH | MISSION TO NORTH AMERICA OF THE PRESBYTERIAN CHURCH IN AMERICA

Associate Coordinator (pcamna.org)

DIRECT 404 307 8266 **MNA OFFICE** 678 825 1200

EMAIL fmarsh@pcanet.org

Description of Contract:

Mission to North America coordinates church planting and outreach ministries to serve PCA churches and presbyteries in North America. Their organization includes several ministries within their larger umbrella, and they needed a site that could separate and house information and news for each ministry, contain information and news for the organization as a whole, as well as make it simple and easy for users to donate where desired.

JON SPATH | GREEN MAN BREWERY

Operations Manager (www.greenmanbrewery.com)

PHONE 828.380.2741

EMAIL jon@greenmanbrewery.com

Description of Contract:

Green Man's website captures the personality of Asheville's most freewheeling brewery. They are constantly evolving and we designed and built them a site that will adapt with each and every new beer that emerges from the Green Man cellar. The site is easy to expand with this growing Asheville-based company, and focuses on information that is important to Green Man's key audiences, including new beer releases, events featuring Green Man beers, and details on the brewery's history and green initiatives. Because more and more people are accessing the web via mobile devices, the website is fully responsive and provides an excellent on-the-go experience.

In addition to website design, we have an ongoing relationship with Green Man Brewing to design branding elements, packaging, vehicle wraps and outdoor signage, and other items.